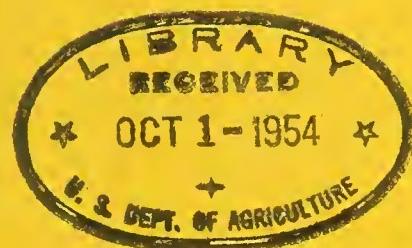


Administrative Use - Plentiful Foods

3
The
S P E C I A L
Plentiful Foods
PROGRAM



2a
BEEF
MARCH-APRIL 1953

UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration

Washington D.C.

May 1953

UNITED STATES
DEPARTMENT OF AGRICULTURE
LIBRARY



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SPECIAL PLENTIFUL FOODS PROGRAM - BEEF

"That the Department of Agriculture increase its informational and promotional programs by way of press, newspaper, radio and television and/or other means at its disposal in order to bring the facts about the supply and demand of beef to the attention of the consuming public."

This was the first of seven recommendations made to Secretary Ezra Taft Benson by leaders of the livestock and meat industry at the conclusion of their meeting in Washington March 11 and 12, 1953 to determine ways and means of preventing further decline in the price of slaughter cattle. The Department immediately undertook to implement this recommendation. As a result, the Production and Marketing Administration inaugurated, on March 13, a special Plentiful Foods Program on Beef. Information on the supply and price of beef, together with recipes, menu suggestions and photographs of beef dishes, were given wide distribution.

All segments of the distributive food trades, including meat packers and distributors, retailers, restaurants and hotels, were encouraged to increase the fine work which they were already doing in merchandising and promoting the use of beef. The many distributive food trade associations played important parts in securing the cooperation of their members. Information regarding the beef situation and the need for increased informational and promotional attention was furnished to all newspapers, radio and television stations in the country. In addition, many personal contacts were made with all segments of the food trades and information representatives in each of the 41 major market centers of the country.

This report presents examples of cooperation received from many sources concerned with the merchandising and sale of beef. The extensiveness of such cooperation by food trade groups can only be indicated in this report. This report, too, can give only a representative picture of the radio and TV stations which are known to have devoted program time to the beef promotion. The same applies to newspapers and trade journals.

Current efforts to maintain and further increase the present demand for beef will be continued so long as the critical need for marketing assistance lasts. Cooperation will also be offered toward the development of long-range plans for a regular marketing program to give further stability to the livestock and meat industry.

INDUSTRY MEETINGS TO PLAN BEEF PROMOTION

In a number of markets, meetings were held with all segments of the food trades and information outlets to develop a coordinated plan for carrying on the special activities of this program. Leaders in the meat industry, producers, feeders, and processors, got together with leading retailers, representatives of the local newspapers, radio and TV stations, and U.S.D.A. representatives so that the greatest benefit to the beef situation could be developed.

Each of these meetings was instrumental in increasing the advertising, promotional work and informational attention given to beef by all interested groups.

One example, as a result of the meeting in Oakland, California, the United Meat Industries ordered and distributed to retailers 5,000 14"x36" banners, black on red background reading "Eat More Beef." This idea was so effective that the "San Francisco Progress," a local newspaper devoted to outlying communities, provided similar banners free of cost to retailers in the San Francisco market area. These activities, together with the work performed by the newspaper food page editors, the radio and TV program directors, resulted in a tremendous publicity and advertising program in the Oakland-San Francisco markets.

Seattle Post-Intelligencer
4 Sun., Mar. 29, 1953

Meat Dealers Plan Meet

A mass meeting of meat dealers will be held at the Seattle Chamber of Commerce Auditorium at 8 p.m. this Monday to discuss falling prices and mounting costs, Steven Skubi, president of the Seattle Meat Dealers Association, said Saturday.

Ray Schwartz of the U.S. Department of Agriculture will fly from San Francisco to discuss beef market problems.

THE NATIONAL INDEPENDENT MEAT PACKERS ASSOCIATION

3

740 ELEVENTH STREET, N.W.
WASHINGTON 1, D.C.

March 17, 1953
Bulletin No. 1646

CALIFORNIA CATTLEMEN'S ASSOCIATION



JAKE L. SCHNEIDER

PRESIDENT

SLOUGHHOUSE

J. EDGAR DICK

SECRETARY

CHAS. E. BLAINE AND SON

TRAFFIC MANAGER

CLYDE C. SHERWOOD

COUNSEL

TELEPHONE GARFIELD 1-4261

659 MONADNOCK BUILDING • 681 MARKET STREET

SAN FRANCISCO 5, CALIFORNIA

VICE-PRESIDENTS

KENNETH SEXTON, WILLOWS

ROBERT O. JOHNSON, SANGER

JAMES B. SINTON, SHANDON

: Food

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March 30, 1953

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Oregon Journal

TUESDAY, MARCH 31, 1953

Meat Industry Calls Meeting

Representatives of the Oregon livestock and meat industry will hold a meeting here Thursday to discuss and formulate a co-operative merchandising program to promote increased sales of beef to consumers.

Ray Hiatt, chairman of the meat industry committee sponsoring the Portland meeting, said the meeting to be held at the Multnomah hotel will be attended by representatives of the meat packing industry, livestock growers, stockyard and commission men, retail and wholesale meat dealers.

Ray B. Schwartz, food trades representative of the product and marketing administration, the United States department of agriculture, will speak and will be an intensive program sponsored agency.

As all of you know Beef is in heavy supply - There have been many discussions regarding the situation, which have lead to the calling a meeting under the auspices of

The Department of Agriculture
The Cattlemen's Association
The American Meat Institute
The United States Meat Packer's Association

This "Meat Industry" held at

Hall

11th Avenue

MEMBERSHIP
APRIL 1, 1953

Members of various meat associations.

Stephens, J. Edgar Dick, E.W.

Floyd Forbes

respectively, the California Cattle-

Men's Association, the Western

Meat Institute, and the American

States Meat Packers Association.

Also co-operating in the cam-

paign is the Food Distribution

branch of the San Francisco di-

culture. Concerned with Agri-

culture. The branch has

publicized the campaign via radio, TV and news-

paper and some weeks.

Branch afoot and how you will

participate in the meat industry are working hand in hand

at 12:00.
this
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Oakland Tribune Meat Packers and Retailers Plan Beef Sale Campaign

Earl Carlson, Meat packers and retailers of Alameda and Contra Costa County are co-operating in a campaign to push the sale of beef, April 8. Present will be representatives of the United Meat Industry of Alameda and Contra Costa Counties, which includes about 200 packers and merchandisers, and "plentiful" for some weeks.

Members of the Agricultural Committee have invited paper, radio, TV and other forms of advertising to plan a campaign to stimulate beef sales by news-papers and other forms.

COME EARLY!! THERE WILL BE A SURPRISE FEATURE FOR THE

BIRDS.

R. A. CAMPBELL, SECRETARY
SEATTLE MEAT DEALERS ASSN.

YOU

Get your share of the gravy while the dishes are passed.

SAN FRANCISCO MEAT DEALERS ASSOCIATION
291 HAIGHT STREET PHONE HE. 1-0488

Will meet
Friday

The Meat Journal

Published Semi-Monthly by
THE SAN FRANCISCO MEAT DEALERS' ASSOCIATION, Inc.

4

FRIDAY, APRIL 3, 1953

GOVERNMENT TO PUSH USE OF MEATS.

Announcement has just been made by Malcolm McCaughan, U.S. Dep't. of Agriculture, Production Administration, that his department has launched a campaign on Plentiful Foods on beef. The program will run for several weeks.

This information has already been sent to news TV stations across the Nation. Already, the regular economics pages of the "San Francisco Chronicle" feature dishes in all styles, and from now on this program will up in a big way in radio and TV features.

This is intended to be an all-out drive to alert the need for taking full advantage of current beef now available.

Retail meat dealers will find it very much to their advantage to follow these newspaper and air programs and to take advantage of the promotional campaign by running specials, and by advertising day's program. A display case with a sign in the windows. This would help at buying, especially if the

CATTLEMEN, MEAT DEALERS PLAN BEEF CONSUMPTION DRIVE

By ROBERT A. HOLLEY

Oregon cattlemen Thursday night received support of meat wholesalers, retailers and a number of farm organizations for a proposed campaign aimed at bolstering sagging cattle prices by increasing beef consumption.

Keynote of the organizational meeting was that beef prices are now at extremely low levels and that the principal chore of the promotion committee will be to tell consumers this story.

Ray Schwartz, United States department of agriculture food trades representative, San Francisco, told meat producers and handlers at the gathering that all phases of the industry have a public relations job facing them.

President Harry Stearns of the Oregon Cattlemen's association was named co-chairman of the promotion committee, along with Ed Fallon, cattlemen's association secretary. The group's membership will include representatives of all phases of the meat industry, farm organizations, and hotel and restaurant associations.

Attention Oregon Livestock and Meat Industry

You are urged to attend a Meeting of Representatives of the Oregon Livestock and Meat Industry to be held in Portland as follows:

DATE: April 2, 1953 — Thursday Evening

TIME: 8:00 P.M.

PLACE: Multnomah Hotel, Junior Ballroom, Portland, Oregon

SPEAKER: Mr. Roy B. Schwartz, Food Trade Representative of the Production and Marketing Administration of the United States Dept. of Agriculture.

This meeting has been called for the purpose of formulating a promotional campaign to increase the sales of beef to Oregon Consumers. This meat industry meeting will be attended by representatives of the livestock growers, the meat packing industry, livestock commission men, and wholesale and retail meat dealers.

Roy Hiott, Chairman

OREGON MEAT INDUSTRY BEEF PROMOTION COMMITTEE

PACKER'S SHOULD SUPPORT BEEF PROMOTION CAMPAIGN

To assure the success of the beef promotion program that is being pressed by every segment of the meat and livestock industry, including the Production and Marketing Administration of the USDA, and that was recommended by the Livestock Advisory Committee appointed by Secretary Benson, we are suggesting that all members of the Association who sponsor radio and television programs, or who purchase newspaper or other advertising space, to feature beef and beef products for the next two months. In addition to this, it might be suggested to your retail customers that they also

Beef Group Urges Boost

Meat producers and handlers decided Thursday to form a committee to promote the sale and consumption of beef, which was described as offering a good bargain to the consumer today.

The meeting at the Multnomah hotel included cattlemen, packers and retailers who sought to form a merchandising program for the sale of beef, which has suffered a 30 per cent drop in market prices during the past year. Several members of the state legislature were present during the meeting.

"Beef is back," declared Ray B. Schwartz, food trades representative of the production and marketing administration of the U.S. department of agriculture. He told the retailers:

Public Ignores Drop

"You have a tremendous public relations job to do over the counter to let people know that the price of beef is now out of the stratosphere. A lot of people are not aware that beef is back at lower prices on your counters."

He urged that they "get all the beef you can in your showcases. Get the public to buy all they can, particularly in the lower price cuts, because all parts of the beef are nutritious."

Western States Meat Packers Association, Inc.

604 Mission Street, San Francisco 5, California

Telephone YUKon 2-2466 : TWX SF 24

Volume VIII, No. 19
March 31, 1953

consuming

market.

Plenty

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editors

beef

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To the Members:

"KICK-OFF" MEETINGS FOR BEEF PROMOTION CAMPAIGN

In an effort to spur consumption of beef by your Association, in cooperation with retailers, wholesalers, packers and processors, the Distribution Branch of the USDA will

The meeting in Salt Lake City, originally scheduled for March 30, and the Portland meeting is to be held on Tuesday, April 7, at Foresters Hall, 170 Valencia Street and the meeting in Oakland, Wednesday, April 8,

We urge our members to attend these meetings by both packers and retailers will assure the success of these meetings and the beef promotion campaign.

SUCCESSFUL BEEF PROMOTION MEETINGS HELD IN PORTLAND AND SEATTLE

Considerable enthusiasm and cooperation was developed at the recent beef promotion campaign meetings held in Portland and Seattle. Meetings were held in both towns for the retailers and for the food editors of the newspapers, radio stations and television stations and wholehearted support of the campaign has been assured.

Members are reminded of the meetings to be held in San Francisco April 7, at the Foresters Hall, 170 Valencia Street and the meeting in Oakland, Wednesday, April 8, 8 P.M., at the Jenny Lind Hall, 2229 Telegraph Avenue, Oakland. A good attendance by both packers and retailers will assure the success of these meetings and the beef promotion campaign.

Covers
Greater Boston
Massachusetts
Connecticut
Maine
14,000 Circulation

YANKEE FOOD MERCHANT

The Newspaper of the NEW ENGLAND Food Market

Volume XIII

Boston, April 6, 1953

No. 4

Covers
Rhode Island
New Hampshire
Vermont

5

N.E. Retailers Back Beef Surplus Push

The New England retail trade is getting behind the U.S. Department of Agriculture program to move beef and other surpluses without resorting to government price supports.

To kick off the beef drive Harry W. Watling, officer in charge of the Department of Agriculture food distribution program in New England, has contacted the six New England grocers' associations as well as the chains and super markets in the Greater Boston area.

To cooperate with the USDA in the promotion of plentiful beef retailers are being urged to follow the following four-point program to capitalize on the

promotion in New England at the consumer level.

1. Stores to prepare and display posters in their windows and meat departments stating they are cooperating with the USDA in moving beef.

2. Highlighting of beef pro-

THE INDEPENDENT GROCER, APRIL 3, 1953

Meat Retailers Agree To Push Beef Sales

Representatives of New York meat dealers met last week with Marketing Director Chester Halnan to map plans for cooperating with livestockmen in promoting increased beef sales and consumption.

The representatives, meeting in the N. Y. Board of Trade conference room were told by Mr. Halnan that the beef situation was critical. An overabundance exists now in all cuts and all qualities.

Though the federal government is currently engaged in a stepped up campaign to acquaint the public

with the fact that beef is now both plentiful and low-priced, the meat retailer representatives were urged to do all they could to help push beef to the consumer.

Displays and elaborate window signs were planned by the retailers in the course of a stepup in merchandising efforts.

Prices for beef are now the lowest since 1947, and about a fourth lower than they were this time last year.

The reason for the present beef oversupply is the rapid build-up in cattle numbers during the last three years to the recently reported all-time record of 56.8 million head. The dry weather of last summer further contributed to increased marketings.

Though per capita beef consumption has gone up, production has far outstripped it on the way up.

Food Men Ready to H Move Huge Beef Sup

The retail food trade is getting behind the U. S. Department of Agriculture program to move beef and other surpluses without resorting to supports.

Locally the drive got underway March 26 when representatives of New York metropolitan area chains, independents and meat distributors developed a four point plan, in cooperation with USDA, to promote the plentiful beef supply.

The meeting at the New York Board of Trade office was called by Chester A. Halnan, head of the department's local Production & Marketing office.

Beef Plan

1. Stores to prepare and display posters in their windows and meat departments stating that they are cooperating with USDA in moving beef.

2. Highlighting of beef promotions through handbills and similar media.

3. Encouraging stocking of food lockers at the present low prices.

4. Self-service stores to display thicker and heavier cuts of beef.

The aim is to promote sales to the point where prices are brought back to 90 percent of parity. Prices dropped last week to 89 percent, the first time in 20 years that beef has gone below parity.

If this is achieved it will forestall a projected USDA support program. The department is not required by law, as in the case of dairy prod-

ucts, to maintain supports, but it is permitted to do so.

Recently, Agriculture Secretary Ezra Taft Benson announced that he would authorize purchases of boned beef of U. S. Good Grade for distribution through the School Lunch Program. Choice and Prime Grades will not be supported if the industry plan works, Mr. Halnan said.

Meanwhile, Lingan A. Warren, president of Safeway, announced that beef promotions by his chain have resulted in increases in sales ranging up to 70 percent in the week of Feb. 21 over last year. The increase dropped to 57 percent in the following week, but this was the first full week of Lent, when less meat is eaten, he said.

Earlier, representatives of the National Ass'n of Retail Grocers, National Ass'n of Food Chains and various farm groups got together to work out a campaign of special sales efforts to move surplus foods.

Farmers who find they need assistance in moving their crops will request help from the retail food organizations. When the request is approved, NARGUS and NAFC will advise their member stores of the serious situation, the need of the producers, the time when merchandising effort should be scheduled and the opportunity to offer customers a "good buy."

Meat Trade Representatives



New York City meat trade representatives at session held in New York Board of Trade conference room. Seated, left to right, Arthur David of Edward Davis, Inc.; Chester A. Halnan, director U. S. Department of Agriculture's New York City Office for Marketing; and W. G. Andrews, meat division manager, Grand Union Stores. Standing, left to right, Walter Janowski, meat division manager, Universal Food Markets; J. S. Steiger, meat buyer, H. C. Bohack Company; P. Broodus Powers, assistant to Mr. Halnan; Peter H. Petersen, president Petersen Owén, Inc.; Irving Schwartz, Brooklyn Kosher Butchers Association; Joseph Eschelbacher, secretary, N. Y. State Retail Meat and Food Dealers Association; Albert Wendel, president of the N. Y. State association; William Graeck, executive secretary, American Federation of Retail Kosher Butchers, Inc.; E. Felter, meat division A & P Stores; John Burgess, Officer in charge, USDA-PMA New York Livestock Branch; L. M. Weyant, marketing and research department, Armour and Company; and Aaron Buchsbaum of Aaron Buchsbaum Company.

TUESDAY, APRIL 21, 1953

Roast Beef Recipe After Ten Years

BROADCAST BY MARJORIE MILLS

(Monday through Friday at 12:30 P. M. over static
Boston; WBZA, Springfield; WJAR, Providence; V
Hartford; WCSH, Portland, and WLBB, Bangor)

"Why don't you print the recipe for roast beef?" someone asked Janie Allen of our staff the other day. So there was much scanning of the files and lo, and behold, we HADN'T printed roast beef for ten years. A little sign of the times past and a sign of the present that roast beef is no longer a dream with the "millionaires," as Vogue calls them.

We've rung every change on flank, top and bottom of the round, rump, chuck, ribs, plate, brisket, shank and neck. (Look through the office files on those cuts with dates printed carefully indexed and you'll see how diligently we've worked to give you the taste and substance of beef within the reach of the average pocket book, for it's Mrs. Average Budget to whom we cater here.)

In fact the New England Wholesale Meat Dealers Association gave a luncheon at the Parker House last week to inform retailers, hotel and restaurant people and humble workers in the women's page field about more abundant supplies of beef and how to use it. They might be surprised to know that their flank steak entree wasn't new to us... it's one of our most popular recipes. At least 300 recipes for cooking less expensive cuts of beef have grown disdained from use in our files and if we had all the recipes in the cook books in those same files surely 500 would be the total.

All this isn't to reprove the good hosts at luncheon, but to indicate anyone planning food pages has "had it" in the years past, along with their sisters of the skillet. So when it comes to showing women more ways to cook more available beef, we're ready and willing.

New England Wholesale Meat Dealers Association, Inc.
Affiliates and Wholesalers
BEEF, VEAL, LAMB, PORK
75 SO. MARKET ST.
TEL. CAPITOL 7-6217
BOSTON, MASS.
MASS.

April 8, 1953

Dear Miss XXXX

The New England Wholesale Meat Deal invite you to attend a Luncheon at Wednesday, April 15. This luncheon prepared-beef dish, is sponsored our own com operation with the U. S. Department of Livestock and Meat Board. DISTRICT MANAGER'S OFFICE PHILADELPHIA ARMOUR AND COMPANY GENERAL OFFICES, UNION STOCK YARDS CHICAGO 9, ILLINOIS

TO ALL MANAGERS:



LUNCHEON Special!

SPONSORED BY THE N.E. WHOLESALE MEAT DEALERS ASSOC.
and THE U.S. DEPT. OF AGRICULTURE, LIVE STOCK
and MEAT BOARD —

WEDNESDAY APRIL 15th 1953

BOSTON'S FAMOUS

PARKER HOUSE
at 12 NOON!

ABLE
SPEAKERS
ON PRESENT

BEEF
MARKET

Meet the Press
TV and RADIO
COMMENTATORS
WHO ARE PUBLICIZING
THIS MEETING!

INDERS, MASS.

Considering these facts, the U.S. Department of Agriculture is embarking on an intensified merchandising program to increase the consumption of beef. A representative of the Department of Agriculture has advised us that this program will be inaugurated in the northeastern states on April 6th and continue on an emphasized plane until April 20th. Through the media of press, newspapers, radio, television and other facilities, the Department will present the facts to the consuming public and encourage additional purchases of beef cuts.

Since this presentation parallels the sales program of it behooves every salesminded individual in our

March 31, 1953 started support. We should urgenter sales of beef items. We

with the general idea of the promotion being done by the Department of Agriculture ourselves should capitalize on this promotion our best possible sales efforts toward greater

In your sales meetings this week, please acquaint your sales force with this informational and promotional program. Make sure that all sales personnel are cognizant of all the factual information necessary to arouse the retailer's interest to a point of complete and wholehearted cooperation...

NEWSPAPER ADVERTISING

7

Numerous reports were received of increased newspaper food advertising on beef due to the special plentiful foods program. This was true in spite of the fact that the program got under way during Lent when food advertising of meats is traditionally at a low point. Throughout the period of this special promotion, reports indicate that an unprecedented amount of space has been devoted to beef in food ads by all types of food retailers.

This report presents examples of special retailer ads indicating direct support of the special Plentiful Foods Program.

NEWARK EVENING NEWS, THURSDAY, APRIL 16, 1953

U.S. Dept. of Agriculture Asked for It!!!

SHOP-RITE CO-OP DROPS BEEF PRICES!

The United States Department of Agriculture, through its new secretary, Ezra Taft Benson, has urged regular channels of retail trade to encourage the consumption of United States raised beef. Record large supplies make American beef (the best in the world) available at lower wholesale prices. That's right down Shop-Rite's alley . . .

Shop-Rite Co-Op members do their part with sensational low prices on high quality U. S. beef. Here's wonderful steak or roast at Shop-Rite Low Prices. It's a pleasure to help Secretary Benson . . . but most of all, it's a pleasure to be able to say "All Shop-Rite Customers can eat Steak."

U. S. Government Graded Choice Boneless Bottom ROUND ROAST, lb. 69c

SELECTED BABY STEER BEEF LIVER lb. 59c

FRESH-KILLED, Ready-for-the-Oven Eviscerated FRYERS lb. 49c

GARDEN FRESH PRODUCE!

It Foams! BAB-O . . . 2 cans 23c Laundry Starch

Niagara Cold Water 12-oz. pkg. 19c

Makes Ironing a Joy . . . Save Flavor—Save Labor!

SCHICKHAUS DAISY COTTAGE HAM . . . lb. 69c

SWIFT'S PREMIUM SKINLESS FRANKFURTHERS . . . lb. 59c

YORKSHIRE BRAND BY MORREL SLICED BACON . . . lb. 59c

CUT FROM FRESH SELECTED BEEF CHOPPED BEEF . . . lb. 45c

FRESH SEA FOODS

LARGE #1 FILLET OF HADDOCK lb. 43c SMELETS lb. 39c

THURSDAY, APRIL 9, 1953

PITTSBURGH POST-GAZETTE: FRIDAY, APRIL 10, 1953

THESE LOW PRICES WILL SELL CARLOADS OF THE WORLD'S BEST

NATIVE CORN-FED

U.S. GOV'T INSPECTED AND GRADED

OPEN
EVERY NIGHT
'TIL 9

Thorofare
SUPER
MARKETS

BEEF

ARMOUR

NATURAL FLAVOR AND NATURAL TENDERNESS

ARMOUR★TOP CHOICE GRADE

CHUCK ROAST

STANDING, 7 INCH CUT

BLADE CUTS

LB BUY BEEF—EAT BEEF

"We'll Forget About Profits"
THIS IS THOROFARE'S ANSWER TO THE REQUEST MADE
BY THE LIVESTOCK INDUSTRY AND THE U.S. DEPARTMENT OF AGRICULTURE COMMITTEE
RETAILERS FOR HELP IN MOVING THIS YEAR'S BUMPER
CROP OF THE WORLD'S FINEST BEEF INTO THE REGULAR
CHANNELS OF CONSUMPTION. YOUR TAKING REGULAR
TODAY CAN HELP THE EXTRA LOW PRICES ASKED FOR ADVAN-
OUT FROM UNDER A SITUATION WHERE FEEDERS FOR BEEF
BEEN CAUGHT IN FACE OF SHARP PRICE DECLINES AND FEEDING
IS EXERTING ACTION CAN STRENGTHEN AN INDUSTRY THAT
ITS PROBLEMS WITHOUT THE POSSIBLE TO WORK OUT
SUBSIDIES. FOR THIS THEY ARE NECESSARY TO BE COMMENDED.
THE PUBLIC IS SURE TO BENEFIT BY THEIR SUCCESS.

RIB ROAST

7 INCH CUT

RIBSTEAK

59

ALL CUTS OF

Round OR Sirloin

Thank you Uncle Sam for asking Whiteman's to help!

You bet we will help **MOVE THE BEEF!**

As a patriotic member of the community Mr. Frank feels compelled to do his best in helping distribute the huge beef surplus. Rath meat packers have joined with Whiteman's in offering you the very highest quality beef at thrifty economical prices. Be patriotic and help move the beef!

UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Food Distribution Branch
50 Seventh Street, N. E.
Atlanta 5, Georgia

Mr. Frank Whiteman
Whiteman's Super Markets
456 Angier Avenue, N. E.
Atlanta, Georgia

April 3, 1953

Dear Mr. Whiteman:
The attachment gives you the supply and price situation that is the basis of the Department of Agriculture's naming beef the number one Plentiful Food at this time. Your continued assistance, as well as that of other merchandisers of food, is needed to move this large supply of reasonably priced beef to consumers during the next several weeks.

Very truly yours,
Russell W. James
Area Field Supervisor

HEAVY AGED CORN-FED BEEF—THE ULTIMATE IN QUALITY—ECONOMICALLY PRICED

RATH BLACKHAWK CHUCK ROAST LB. 39¢

THE ULTIMATE IN QUALITY—ECONOMICALLY PRICED

RATH BLACKHAWK T-BONE STEAK LB. 79¢

MADE FROM 100% BLACKHAWK BEEF

FRESH GROUND BEEF LB. 39¢

MORE MEAT—LESS BONE—CUT FROM THE SHOULDER

RATH POT ROAST LB. 53¢

ALL TENDER MEAT—NO WASTE OR BONE

RATH ROUND STEAK LB. 79¢

ALLRITE BRAND DELICIOUS SMOKED
Morrell Sliced Bacon LB. 39¢

LOIN OR RIB END, 2 TO 2½-LB. AVERAGE—LEAN

Pork Loin Roast LB. 39¢

FLEETWOOD

SupAromatized

COFFEE

89¢

1-POUND
PACKAGE

U. S. No. 1 Potatoes 5 LBS. 19¢

NEW CROP TEXAS U. S. NO. 1

YELLOW ONIONS

2 STORES
TO SERVE
YOU
456
Angier Ave.
at Blvd.
2470
N. Decatur Rd.
at Clairmont

LB. 5¢

CALIFORNIA EXTRA FANCY

Dried Blackeye Peas LB. CELLO 23¢

CUT COSTS ON YOUR MILK BILL

Pet Skimmed Milk 13-OZ. JAR. 35¢

PET. CARNATION, BORDEN'S



BEECH-NUT

**BABY
FOOD**

3 Jars 28¢

LAND O' LAKES

**DRIED
MILK**

6-Oz.
Pkg. 19¢

Blue Plate Thrifty Priced

MAYONNAISE

Pint
Jar 39¢

SAVE ON PLENTIFUL FOODS

U. S. Department of Agriculture
1953 MARCH FEATURE . . . at IGA



BEEF

For the first time in its history, the Plentiful Foods Program of the U. S. Department of Agriculture features BEEF. We know, Mrs. Housewife, that perhaps no other food item would be more welcome as a BEST BUY OF THE MONTH.

Your IGA Store, in cooperating with this government program, brings you CHOICE and GOOD grade, U. S. Government inspected beef at prices 10 to 15 cents a pound less than what they were just a few weeks ago.

This is another example of IGA's traditional policy of passing on savings in lower wholesale prices along to you. Visit your IGA store today and choose the finest cuts of beef at prices you used to have to pay for thrifty cuts.

SWEETHEART (SOMETIMES DIFFERENT)

Red Raspberry:

SWEETHEART SMALL FRUIT

Whole Potatoe:

SWEETHEART EXTRA FANCY

Chili Sauce . . .

CLUB HOUSE HOME STYLE

Dill Pickles . . .

DERBY BRAND

Chili Con Carne 2 No. 2 39¢

AQUA (IN WINE SAUCE)

Herring Cutlets. 46-oz. Can 29¢

EXTRA WHITE OR YELLOW

Pop Corn 3-Lb. Can 89¢

CHOCOLATE

Peanut Butter Cups

CHOCOLATE

Peanut Clusters

A REAL TREAT FOR THE KIDS

Kiddie Pops

PETER PAN

Marshmallows

REAL TASTE TREAT

Chocolate Nougats

TREAT YOUR DOG TODAY . . .

Dog Yummies

CHOCOLATE

Dog Food 2 Cans 23¢

Thurs., April 9—
Proof from CHICAGO DAILY NEWS
ORIGINAL



Dearborn . . .

CHECK THESE HOUSEHOLD ITEMS!

Foil Reynolds Heavy Duty 25-ft. Roll 55¢

Family Flakes 2 Pta. 57¢

24¢

SWEETHEART

SOAP

3 Reg. Bars 23¢

2 Bath Bars 23¢

We offer this list of well-known beef cuts, through courtesy of the U. S. Department of Agriculture, to help you select and prepare beef, so you can take advantage of current lower beef prices and greater variety at your IGA store.

BEEF GUIDE

(Courtesy of U. S. Dept. of Agriculture)

STEAKS

ROUND (full cut)
Oval shape with small, round bone. One large section, three smaller ones. Best steak is the one next to the loin end, called the "first cut." The poorest round steaks are the lower end of the round.

ROUND
Part of the round. Two small sections.

ROUND
Part of the round. One large section.

PEAS
2 8-oz. Cans 17¢

NEW! Large
ECONOMY-SIZE
BLU-WHITE
Flakes

3 CLOTHESPINS
FREE OF EXTRA
POST TO
EVERY PACKAGE
Each 25¢

Primo
U. S.
Grade,
Braise
Choice,
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**CHICAGO
CITY
MARKET
DEPARTMENT
AGRICULTURE
INSTITUTE
OF BEEF**

**THE SALE OF
AGRICULTURE
IN PROMOTING
THE U. S. DEPARTMENT
ARE CO-OPERATING WITH
CHICAGO CITY MARKET DEPARTMENT**

OVER 200 RETAIL STORES
IN NEW YORK CITY

FOOD TRADE PUBLICATIONS

Most national and regional trade publications carried articles on the special plentiful foods program on beef. The circulation of these trade publications includes a majority of all independent and chain retail grocers in the country.

The State and local retail grocer associations were effective in securing the cooperation of their members through feature articles and stories in their bulletins and publications. Materials used included cover pictures, feature articles, reproduction of the special Plentiful Foods Program fact sheet on beef, and listings of the monthly plentiful foods.

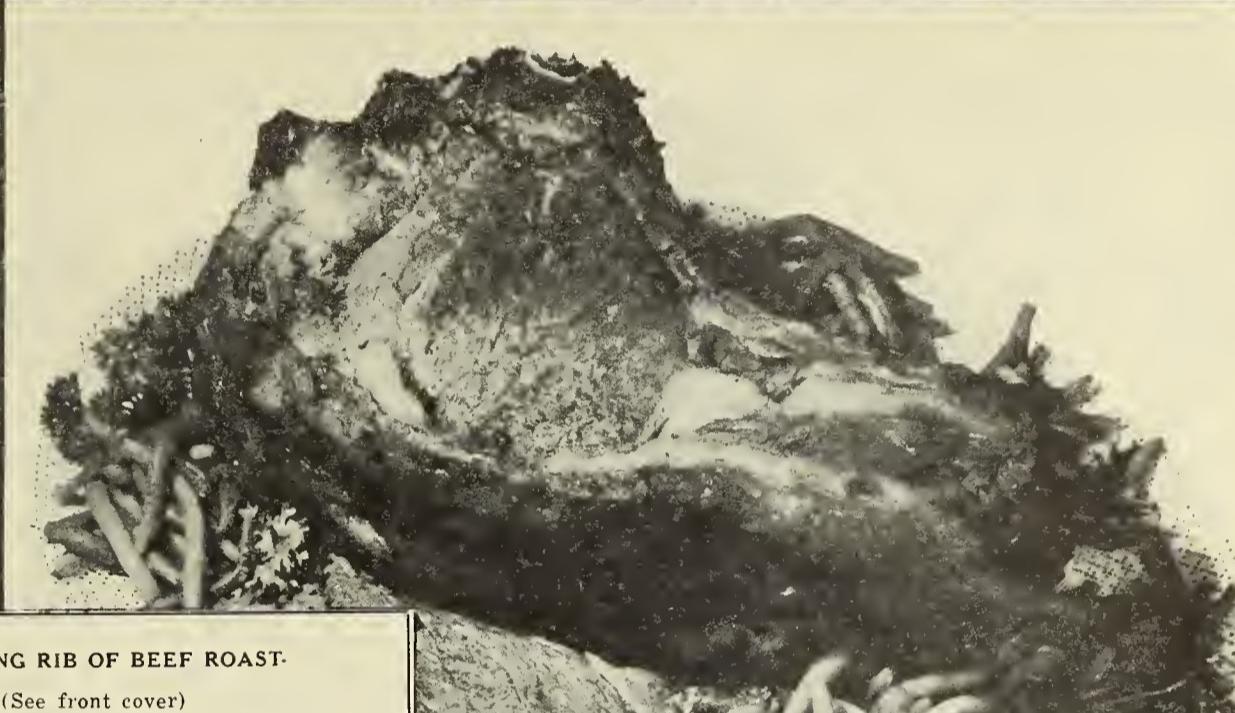
This report presents examples of the attention which trade and retail grocer association publications gave to the beef promotion. It includes several examples of the cooperation of wholesale grocers, even though they do not handle fresh meats. This indicates their interest in bringing to the attention of their retailers the merchandising program which was in effect on beef.

The
LOUISIANA Procer

13

MEMBER OF THE INSTITUTE OF FOOD TRADE PUBLICATIONS

CHAMPION OF THE HOME-OWNED GROCERY STORE
AFFILIATED WITH THE NATIONAL ASSOCIATION OF RETAIL GROCERS OF THE UNITED STATES



STANDING RIB OF BEEF ROAST.
(See front cover)

Here's a real treat suggested by Martha Logan, Swift & Co. home economist:

Place a 4-lb Swift's Premium, Select or Arrow standing rib of beef fat side up in an open pan. No rack is necessary as the ribs form a natural rack. Insert a roast meat thermometer in the center of the thickest part of the meat, not touching bone or fat. Roast in a slow oven (325°F.) until the meat thermometer registers an internal temperature of 140°F. for rare, 160°F. for medium and 170°F. for well-done beef. Cook for 1-3/4, 2, and 2-1/3 hrs. respectively.

Serve with browned potatoes, tossed salad with garlic dressing, hot French bread and butter, ice cream with fruit topping, and coffee.

WE COVER THE LOUISIANA FOOD TRADE

Vol. LIII

MARCH, 1953

No. 3

DID YOU KNOW that Americans eat on the average, 60 million pounds of meat every day?

RIGA HEARTILY ENDORSES the request of Secretary Benson's Livestock Advisory Committee's request through the USDA's Plentiful Food Program that special promotional efforts with the cooperation of the Food Retailers be made to acquaint Mrs. Consumer with the fact that Beef is plentiful and low priced, particularly, medium priced beef cuts, during period of April 6-18th. See attached bulletin.

Mr. Harry Watling of the Dept. of Agri. has asked us to meet with

s working with
Committee on Wed.
Mr. Hearn will
in Program-- YOU
the Larger Stores
see a few of our

RIGA NEWS
RHODE ISLAND GROCERS' ASSOCIATION

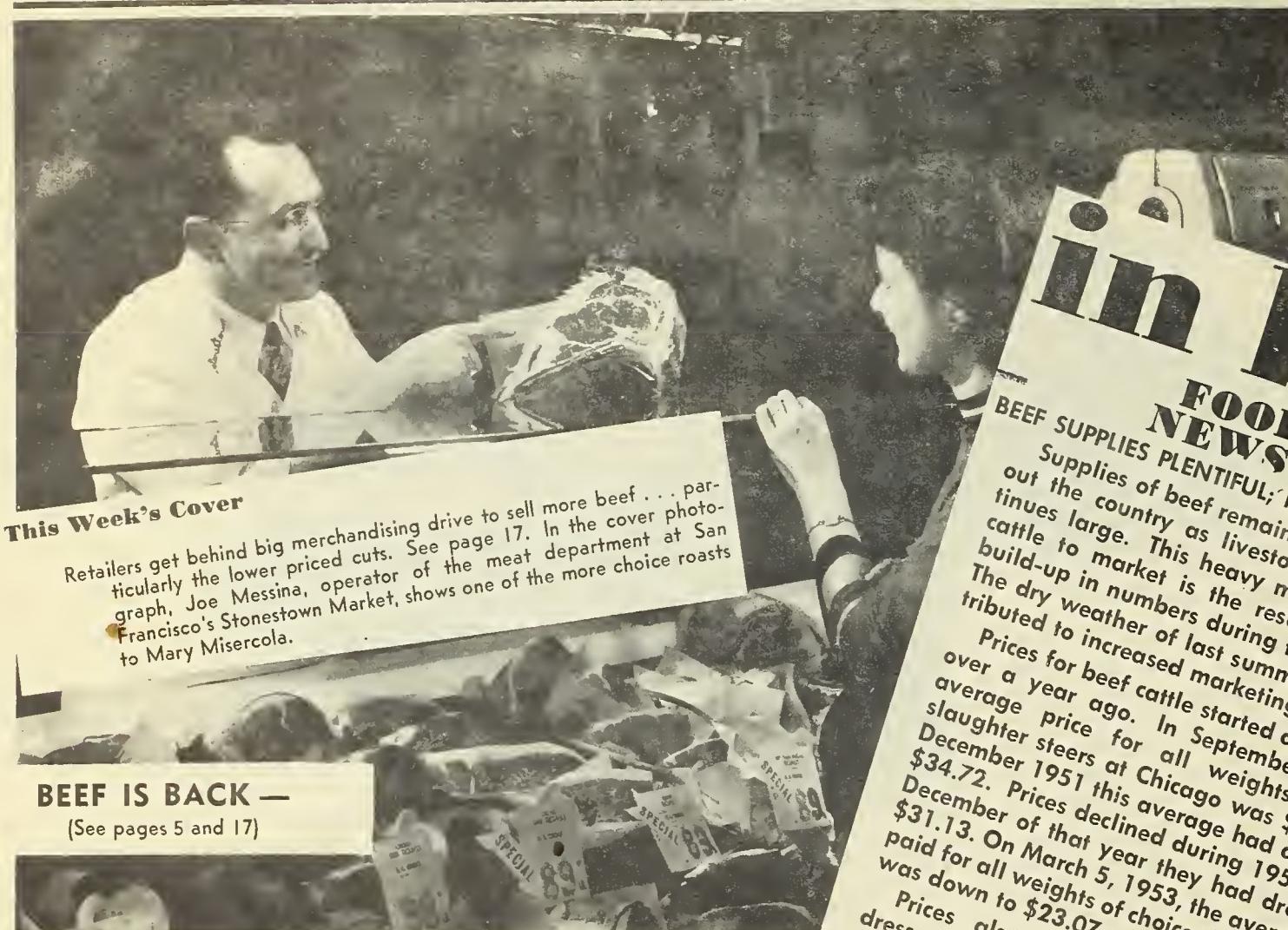
MAY LAUDER
EXECUTIVE SECRETARY

511 WESTMINSTER STREET
PROVIDENCE, R. I.
TELEPHONE ELMHURST 1-1921

APRIL 2, 1953

California Grocers Advocate

April 10, 1953
Volume 58
Number 15



This Week's Cover

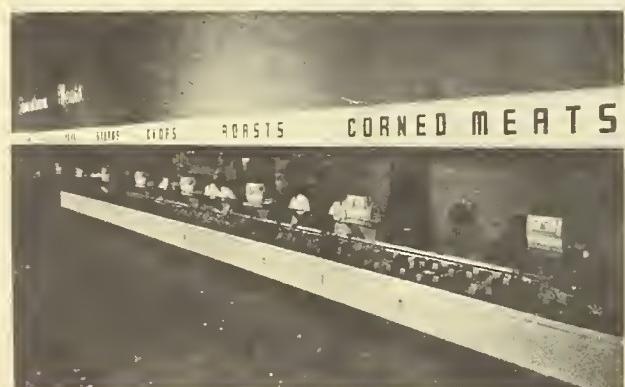
Retailers get behind big merchandising drive to sell more beef... particularly the lower priced cuts. See page 17. In the cover photograph, Joe Messina, operator of the meat department at San Francisco's Stonestown Market, shows one of the more choice roasts to Mary Misercola.

BEEF IS BACK —

(See pages 5 and 17)

Beef Is Back at Reasonable Prices

The livestock industry and the U. S. Department of Agriculture are engaged in a joint effort to merchandise more beef. Cattle prices have dropped about 35 per cent since the high point reached in 1951 and the merchandising program is designed to increase the use of beef through normal channels of trade and thereby stabilize prices.



The U. S. Department of Agriculture is bringing the facts about the supply and demand of beef to the attention of the consuming public by leasing material to newspapers, radio and TV stations. Meat packer associations are requesting members to rewrite current advertising copy to feature beef. Packer company salesmen are "talking beef" to retail store operators. The campaign will exploit every other opportunity to "sell" beef and the net result will be that the retailer who has been featur-

ing beef is going to get a lot of support now. The real drive is just getting started!

Many retailers have been "pushing" beef for several weeks. However, the cumulative effort of an all-out campaign such as the one now getting under way is to add to the effectiveness of any individual effort.

About 60 per cent of the demand for beef is for approximately 40 per cent of the carcass represented by the more demanded cuts. The remaining 60 per cent of the carcass is in the less demanded cuts, and therein lies the greatest distribution problem. Retailers can make a major contribution to the success of the drive by expanding and improving showcase displays of beef featuring economy cuts. An additional suggestion is that price tags be prominently displayed to encourage selective buying. Use of window signs and in-store banners is encouraged as well as featuring beef in retail store ads.

There has been a noticeable tendency on the part of consumers to judge existing beef price levels by the cuts most prominently displayed in the meat showcase. Prominence given to display of the more demanded cuts can be misleading. Retailers can point up present budget prices for beef by featuring budget priced cuts.

In California the cattle industry is an important economic factor. During 1951 the cash receipts from sale of cattle and calves was \$426,313,000, over 15 per cent of the total cash receipts from farm marketing that year.

Food retailers are urged to redouble their merchandising efforts during this period of low prices.

in brief —

FOOD NEWS DIGEST

BEEF SUPPLIES PLENTIFUL; PRICES DROP

Supplies of beef remain plentiful throughout the country as livestock slaughter continues large. This heavy movement of beef cattle to market is the result of the rapid build-up in numbers during the last 3 years. The dry weather of last summer further contributed to increased marketings.

Prices for beef cattle started declining well over a year ago. In September 1951, the average price for all weights of choice slaughter steers at Chicago was \$36.33. By December 1951 this average had dropped to \$34.72. Prices declined during 1952 and by December of that year they had dropped to \$31.13. On March 5, 1953, the average price paid for all weights of choice slaughter cattle was down to \$23.07 per 100 pounds.

"Beef Is Back"; Industry Starts Intensive Merchandising Campaign

The price of beef no longer is in the "stratosphere," and the United States Department of Agriculture, in cooperation with livestock producers, slaughterers, meat packers and others in the distributive food trade; is undertaking an intensified merchandising campaign to encourage increased consumption of beef.

The Livestock Industry Committee, which met in Washington March 11, 1953, has recommended in part to Secretary of Agriculture Ezra Taft Benson:

"That the Department of Agriculture increase its informational and promotional program by way of press, newspapers, radio, television and all other means at its disposal in order to bring the facts about the supply and demand of beef to the attention of the consuming public."

The committee assured the Secretary that all segments of the industry, including producers, feeders, market agencies, processors and retailers are being asked to give cooperation in a program intended to provide maximum service at reduced costs in moving the product of this industry from the range and feed lots to consumers. They called the attention of the Secretary to the extensive advertising program now being carried by the retailers and processors and indicated that it would be their recommendation that such programs be continued and expanded.

FOOD MART News

Food News The Busy Man Has Time To Read

3

Chicago, Ill., March 15, 1953

15

Beef Supplies Continue To Multiply

Beef supplies continue to multiply as farmers market large numbers of cattle. The U.S. Department of Agriculture says large amounts of beef are expected to be available the rest of this month and on into the Spring.

Beef production, under federal inspection, has been outranking that of pork by several million pounds a week for about a month now. And this situation is expected to continue. Furthermore, the price of hogs is nearer to that of cattle now than it has been in several years. This narrow price spread between the two meat animals is an unusual situation, and reflects the increasing marketings of cattle and the declining numbers of hogs for market.

At the middle of February, beef cattle were bringing farmers an average of \$18.80 a hundredweight — \$8.80 under a year ago. And many cattle feeders are losing money on the animals they sell, when they figure what they paid for feeding cattle and the cost of the feed they've used to fatten them.

The Department of Agriculture says the current beef bounty comes from an all-time record number of cattle. Farmers have been building up their herds for more than 3 years, to where they have large numbers of animals ready for market. In addition to the normal build-up, some feeders in Texas and other areas in the South which have been suffering from drought for a long time have had to sell animals because of the drought conditions.

Beef makes a timely meat to feature to consumers for meals this month and next. The Department of Agriculture is featuring it in its Plentiful Foods Programs for March and April. It's pointing out to consumers that since April 15, 1953, the largest and prices

Foods For Featuring To May First
Beef supplies available to the food trade continue exceptional heavy, and the U. S. Department of Agriculture has been focusing a special Plentiful Foods program on that meat. Newspaper, radio, and television food editors are cooperating in the program to encourage more beef purchases for immediate use and for storing in home freezers or lockers.

THE GROCERS' SPOTLIGHT

Founded 1933

ISSUED WEEKLY — 2 EDITIONS
Title Registered U. S. Patent Office

March 20, 1953

U. S. D. A. PLANS BEEF AND BUTTER ADVERTISING

The Agriculture Department is making plans to begin a major beef and butter buying campaign at the nation's housewives this spring.

Officials hope high-powered promotions will bail the government out of a butter surplus and ease the problem of lower cattle prices.

A federal publicity push was the recommendation an 18-member cattle advisory committee made to Secretary of Agriculture Ezra Benson for relieving the cattlemen's pinch recently.

BEEF AND BROILERS PLENTIFUL FOR MARCH

Vol. 20 — No. 11

March 27, 1953

APRIL PLENTIFULS: BEEF, CABBAGE, TOMATO JUICE

The USDA list of plentiful foods for April includes beef, cabbage, tomato juice, broilers, fryers, turkeys, lamb, fresh and frozen fish, fresh and processed grapefruit, rai-

rots, celery and potatoes.

Grocers should feature these during the month to ease the movement of abundant foods in the trade.

Other foods in good supply will be dry lima beans, peanuts and peanut butter, edible oils (margarine, vegetable shortening, lard and oils) and dairy products (butter, cheddar cottage cheese, buttermilk, nonfat dry milk

plies of beef and fryers are promised. The U.S.D.A. men have built up an all-time high, fed cattle are ex-

anges, fresh and processed grapefruit, rai-

rots, celery and potatoes.

Grocers should feature these during the month to ease the movement of abundant foods in the trade.

The largest supply of beef in our history is in to our markets this year. Prices for ve been the lowest in several years, and a sharp contrast to those of a year ago.

Monday, March 9, 1953

March a year ago and set a new record.

The cattle population in this country has been increasing substantially for three years and is now at an all-time high of nearly 94 million head. The animals have been selling from a fourth to a third less than a year ago. The Department of Agriculture is informing food buyers, through its Plentiful Foods program, that the present large supplies of beef are expected to continue in March.



Merchandise Plentiful Foods

Beef—Indications are that March supplies of beef at retail will be larger and prices well below those of a year earlier. The beef cattle population in this country has increased substantially during the past three years and is now at an all-time record. The large number of cattle, as well as the dry weather and poor grazing conditions over large areas last summer and fall, are chief factors in the recent increased marketings of cattle. During January 1953, there were 17 per cent more cattle slaughtered under Federal inspection than a year earlier. Beef cattle prices were generally about a fourth lower than in January 1952 and prices for some grades were down more than a third.

MARCH, 1953

MARCH 20, 1953
THE GROCERS' SPOTLIGHT

Try It!!

Buying Information Helps Your Sales

By Mrs. J. M. Earley

In a lengthy experiment, homemakers increased by an average of 56% their purchases of those fresh fruits and vegetables which the USDA had notified them directly were "best buys."

So it should pay off for every retailer to give his trade similarly authoritative, helpful buying information.

KNOWLEDGE IS BUYING POWER

A way to do this would be to have a typical "U. S. Plentifuls" section as part of your produce display regularly, with various items added or removed to conform to the current U.S. listing.

Mrs. Earley



Your patrons would grow accustomed to looking over this section each time they shopped for "best buy" evidence.

* * *

UNLESS YOU TELL THEM ABOUT IT. When you do, and when you back up the information with correct pricing to prove it, you stand to profit handsomely for your interest.

You can do this by ing the cooperative table who had not intended to buy cabbage, carrots, grapefruit or potatoes, or whatever items were displayed in this section, would doubtless find themselves taking home at least one or more of these "plentiful" items. They would feel the confidence that knowledge brings and avail themselves of its buying advantages.

ACCURACY ESSENTIAL
In a heavy supply na-
low. A crop in meaningful to
heavily. At the local level
your patrons at the market would
quickly gained back, and
more, by additional sales
volume.

Besides, you would also have the advantage of pricing upward more promptly on a rising market as supplies diminished.



Sharp Beef Price Declines Offer Real Merchandising Opportunity

USDA to Aid Producers in Moving Plentiful Supplies
Here is an opportunity everyone has been waiting for.

The price of beef has dropped rapidly in the past few weeks. Our cattle producers have been forced to market a heavy volume of cattle which has resulted in drastic price drops.

Representatives of the Livestock Industry, meeting with representatives of the Department of Agriculture on March 11, requested the Department to use every possible means to bring to the attention of consumers that beef is plentiful and is a good buy. In the next few weeks, a concentrated effort will be made to market this abundant supply of beef through regular trade channels.

YOUR STAKE IN STEAKS

Your customers are "beef hungry," so they will respond to feature advertising about the fine quality of beef now on the market, and about the low prices. Also, they will take advantage of large displays in your stores to select from. Radio, television, and newspapers will be used to tell the story to your customers. BE SURE AND TAKE ADVANTAGE OF THIS PROMOTION BY FEATURING BEEF.

While grades are not exactly comparable, the best grade of live steers (prime) declined in a month about 14% and prime dressed beef carcasses declined about 19%. Both live animals and dressed beef are now selling at Chicago at prices generally a 1/3, or more, below prices of a year ago.

Compared with prices of a month ago, choice live steers are 14% lower; choice dressed beef carcasses having declined an average of 12%. Sharp to moderate declines in the experiment I spoke of, adjustments made by co-ops to keep prices on the nose recorded in other grades of both live animals and dressed beef, as compared with prices of a month ago, sold at wholesale last week was from live animals dressed from 10 days to 2 weeks or more ago.

USDA Announces April Plentiful Foods List

Cabbage and tomato juice get feature billing on the April plentiful foods list according to John J. Slaughter, southwest area field representative, Production and Marketing Administration's food distribution branch, U. S. Department of Agriculture.

Plentifuls for main course dishes include beef, turkeys, eggs, broilers, fryers, dry lima and pea beans and frozen fish fillets, particularly cod and haddock.

Also in excellent supply are fresh and processed oranges and grapefruit, potatoes, raisins, carrots, honey, peanuts, peanut butter and dairy products, such as butter, cheddar cheese, nonfat dry milk solids, cottage cheese and buttermilk.

Completing the plentiful list for the month are edible fats and oils, including margarine, lard, vegetable shortening and salad oils.

The Kansas City Grocer

MARCH 1953

17
LITTLE GIANT
BULLETIN
Ozark Empire Grocers Association
INCORPORATED
CHAMBER OF COMMERCE BUILDING
SPRINGFIELD, MISSOURI

Plentiful Foods For March

The Plentiful Foods Program is designed to increase movement of abundant foods through the trade, insuring more orderly marketing. Your cooperation helps assure maximum use of Plentifuls, thus benefiting producers, consumers and food trades.

The following items will be in especially good supply during March:

BROILERS AND FRYERS
TURKEYS—BEEF—FROZEN FISH

FILLETS

FRESH AND PROCESSED

FRESH AND PROCESSED

RAISINS—HOT

CABBAGE—CA

DRY LIMA AND PEA

PEANUTS AND PEA

EGGS

EDIBLE FATS AND

(Margarine, Vegetable Shortening)

Salad Oil

DAIRY PRODUCTS

(Butter, Cheddar Cheese,

Solids, Cottage Cheese)

Featuring these products
good neighbor to your customers.

PLENTIFUL FOODS FOR MONTH OF APRIL

April, 1953

Features beef, cabbage, tomato juice, broilers and fryers, turkeys, lamb, fresh and frozen fish, fresh and processed oranges, fresh and processed

BEER IS PLENTIFUL—PLUS

on farms and ranches at record prices are the LOWEST. Advertise on big signs tieing-in "Go Promote Beef for Home-Freezer and more Beef recipes for

meals! More and more Beef recipes

Monday, April 13, 1953

ITEMS IN PLENTIFUL SUPPLY DURING APRIL

The United States Department of Agriculture publishes a listing each month of those food items that are in most plentiful supply for the purpose of aiding the producers and ensuring the most orderly movement of supplies through the regular channels of trade.

This service is of value to the alert food merchant who's interested in "getting in" on the market on such seasonable items that may be offered to his trade at attractive prices.

This will serve two purposes. It will be a service of economy to the consumer, and it will also enhance the prestige of the merchant as a good merchandiser.

PLENTIFUL ITEMS DURING APRIL

The food items in plentiful supply this month are:

CARROTS

PEAS

AMERICAN STORES COMPANY
(1500 STORES)

MARIAN KEMP'S RECIPES

HOME SERVICE BUREAU

MPS. TOMLINSON'S PRIZE WINNING BEEF STEW

1-1/2 lb. cubed beef	2 carrots
1 small can Ideal Potatoes	Parsley
1 small can Ideal onions	1 bay leaf, optional
1 small can Ideal Whole Corn	1 tablespoon salt

Flour and brown beef cubes in 1 tablespoon bacon fat with 4 cups hot water and cook until meat is tender. Cut up carrots and cook 1/2 hour or until carrots, onions, corn and parsley. Cook 5 minutes or until onions, corn and parsley. Cook 5 minutes or until onions, corn and parsley. Place in casserole. Garnish with green pepper.

MRS. CORRIST

1 lb. lean stewing beef
1 teaspoon salt
1/4 teaspoon pepper
Flour for dredging
Shortening for browning

Cut meat in 1-1/2 shortening. Add water and celery and paste.

OLD FASHIONED BEEF STEW

Cut 2 cups	Carrots
1 cup	Potatoes
Salt and	String Beans

Peas

Roll cubes of beef in flour. Brown in chicken fat or oil. Add onions, water and salt and pepper to taste. Cook for about 2 1/2 hours on low heat, stirring occasionally. Add carrots, potatoes, string beans and peas and water as needed for gravy. Cook until vegetables are soft about 1/2 hour.

WCAU-TV PHILADELPHIA

T. V 4/1/53

MEMPHIS MARKET NEWS

PUBLISHED BY THE COMMERCIAL APPEAL and MEMPHIS PRESS-SCIMITAR



April, 1953

Inside the Trades

Beef is the news in food this week as a continued heavy production puts abundant supplies of attractively priced cuts on retail markets. The plentiful supplies and lower prices have earned for beef the top spot on the U. S. Department of Agriculture's plentiful foods list for the Southwest in April, and USDA and the industry term beef one of the good meat buys of the week.

Other foods on the April plentiful list include broilers, fryers, turkeys, fish, eggs, celery, Irish potatoes, dry lima and navy beans, fresh and processed oranges and grapefruit, raisins, peanuts and peanut butter, edible fats and oils, and dairy products.

Beef Sales Push

CONTINUED FROM PAGE ONE son, the Livestock Industry Advisory Committee asked for an intensified program, through press, radio and television to help more beef.

"It also recommended that the government carefully check its program of beef purchases for the armed services and other purposes with the view of increasing the use of beef."

Wells E. Hunt, president of John Felin & Company, Inc., who presided at the meeting, explained intensive campaign which has been arranged for this market.

The initial meeting, at which the program planned for this area was explained, was held Monday evening at the Sylvania Hotel. Sixty members of the trade attended.

Explaining the national situation in beef, Philip B. Hearn, area supervisor of the Food Distribution Branch, Production and Marketing Administration of the

April, 1953 Department of Agriculture, live to sell more beef will be through WFIL-TV Philadelphia Inquirer, Tuesday, May 5, through 8:30," Hunt said. "Half-hour broadcasts and newspaper articles in the highlight 'New Ways'

"At a meeting called by Secretary of Agriculture Ezra Taft Benson is designed to and readers with buyers of meat, various cuts and to encourage greater consumption."

Hunt said that window posters promoting the program would be provided for retailers by their suppliers, and that the suppliers would likewise furnish free tickets to meat retailers for a live preview of the television shows to be held in Town Hall in Philadelphia, at 8 P. M., Monday, May 4.

"At that meeting" Hunt said, "retailers will be given details so that they may co-ordinate their meat-selling efforts with the campaign."

Charles M. Ernst, food trade representative of the Food Distribution Branch of the Production and Marketing Administration of the U. S. Department of Agriculture was introduced.

The televised demonstrations on WFIL-TV will feature William E. Olsen and will be telecast in four half-hour periods.

"New Ways in Meat" will be seen 2:15 to 3 P. M., Tuesday, April 5, on "the woman's page," starring Violet Hale and Peggy Towne; on two special "Mrs. Fixit" telecasts with Deborah Adams, 10:30-11 A. M. Wednesday and Thursday, May 6 and 7, and again on "the woman's page" 2:15 to 3 P. M., Friday, May 8.

WFIL-TV stars Violet Hale, Peggy Towne, and Deborah Adams, will assist in the promotion of the campaign through frequent spot announcements in their programs during the preceding three weeks.

THE

Food Peddler

19

PITTSBURGH POST-GAZETTE:

WEDNESDAY, APRIL 15, 1953

Promote and Merchandise

NISA Reporting Service MERCHANDISING TRENDS

NATIONAL INDUSTRIAL STORES ASSOCIATION.....416 SOUTHERN BLDG.....WASHINGTON 5, D. C.

USDA TO PUSH BEEF CONSUMPTION...

In cooperation with livestock producers, slaughterers, meat packers and others in the distribution food trade, the U. S. Department of Agriculture is undertaking an intensified merchandising campaign, to continue during the next several weeks, to increase the consumption of beef. The Livestock Industry Committee has asked Secretary of Agriculture Ezra Benson to increase his department's use of "informational and promotional (facilities) by way of press, newspapers, radio, television and all other means at its disposal in order to bring the facts about the supply and demand of beef to the attention of the consuming public." What has the industry concerned is the plummeting price of beef, which went from \$36.33 (the average price of all weights of choice slaughter steers at Chicago) in September 1951, to \$31.13 in December 1952, and then to \$23.07 on March 5 of this year.

PLENTIFUL FOODS
Cabbage, tomato ...

March 21, 1953
Vol. 8, No. 12

BEEF—NOW
BEEF is the Plentiful-Plus April. Supplies are big and quality is high. Take advantage of the press and radio releases regarding the over supply of beef. Tell your customers that you have high quality beef at low prices. Signs in your meat department with suggestions can increase his beef sales. One retailer again, "Get Used to BEEF."

THAT'S WHY WE ARE PRACTICING HOW TO HANDLE STAMPEDES IN THIS GREAT SALE OF

ARMOUR'S STAR BEEF

WE DIDN'T SAY IT WAS EASY . . . TAKES TIME AND HARD WORK . . . WE'RE NOT OUT TO BEAT ANYONE . . . JUST BEING THE LEADERS . . . WILL SATISFY US . . . AND THIS BEEF SALE IS IN RESPONSE TO GOVERNMENT AND LIVE STOCK GROWERS' APPEAL TO SELL BEEF . . . NO INTENTION OF UPSETTING THE CALM OR EQUILIBRIUM OF ANYONE . . . THOUGH OUR OWN IS GREATLY DISTURBED BY THE RUSH . . . ASK ANY BUTCHER . . . HE JUST CAN'T GET CAUGHT UP . . . BUT HE DOESN'T ASK US TO SLOW DOWN.



P.S. THOSE FEW SIMPLE WORDS POINT TO A CHANGE AS FAR-REACHING IN GROCERY MERCHANDISING AS THE SUPER ITSELF... YOU WATCH . . . WE'LL SAY "TOLD YOU SO."

✓ BEEF SURPLUS PROGRAMS

April 9, 1953

The United States Department of Agriculture has requested our Association to join in the various industry programs to make every possible effort to promote the sale of beef during the next few weeks.

In all probability, you have been approached directly by either officials of the United States Department of Agriculture or by members of the live stock industry requesting your company's support in the current promotional campaign.

Enclosed you will find a colorful release from the Production and Marketing Administration urging your cooperation in this current situation.

FOOD DISTRIBUTORS ASSOCIATION
121 North Broad Street
Philadelphia 7, Pa.

To All Members:

Most plentiful foods for the month of April will be beef, cabbage, tomato juice, broilers and fryers, turkeys, lamb, fresh and frozen fish, it, raisins, carrots, celery, s and peanut butter; edible fats butter market closely, for it you can offer the homemaker a in prices on this item and equal c leader. For small families, aturing chuck-arm roasts for center chunk with round bone for beef stew; and the remain- s into two Swiss steaks. This

BULLETIN NO. 166 PROGRESSIVE FOOD (30) STORES
CHICAGO

March 20, 1953.

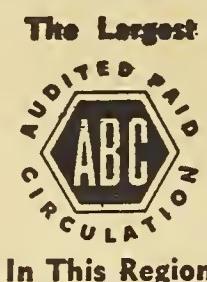
PROGRESSIVE'S TRAFFIC BUILDING

MERCHANDISING PROGRAM

For the Ad of April 2nd, 1953

SHOP EARLY-SAVE MORE AT OUR GIGANTIC EASTER SALE!

style of merchandising will give you a good profit, and what's more important, satisfy the homemaker by showing her you're thinking of her problems.



The Largest



In This Region

20

The

INDEPENDENT GROCER

Devoted to BETTER MERCHANDISING and Greater Efficiency

Vol. 31—No. 6

Entered as Second Class Matter
at Post Office, New York, N. Y.

New York, N. Y., April 3, 1953

289

Ten Cents a Copy

Covers
Super Markets
Self-Service
Service Stores
Co-Ops, Jobbers
and Local Chains

Meat Retailers Agree To Push Beef Sales

Meat Dealers Hold Mass Meeting

Just as we went to press the meat dealers of held a special mass meeting in the Chamber of Commerce Auditorium in Seattle. It was called hurriedly by Ray Schwartz of the Department of Agriculture Henry Kruse representing the Meat Packers Association tell last minute news of the sudden price increases and to outline a tentative program of repercussions that may arise as a result of the situation.

A goodly sized crowd of meat dealers took active part in the discussion. The highlights and ideas presented, if mentioned them briefly will give to clear their thinking on the month.

Beef is plentiful—there's

Corn is plentiful, too. Operators can't feed beef in business. This will beef production, a swan and then a reverse cattle man back to alternative is price the retailers v

We can't afford for it affects retail trade

While b of all kinds demand

Here omist, size t

It's hit cus fr

T t

abu to buy

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steaks)

months ago.

The constant theme should be: Beef Down out of the Clouds. Beef is the more effective merchandising and selling can enjoy better volume, overall better to keep beef from becoming a complete ruination of the whole meat market. This is serious business.

GROCER & MEAT DEALER

An Advocate of Better Business
SEATTLE, WASHINGTON, APRIL, 1953
Seattle State Retail Grocers and Meat Dealers Association

Representatives of New York meat dealers met last week with Marketing Director Chester Halnan to map plans for cooperating with livestockmen in promoting increased beef sales and consumption.

The representatives, meeting in the N. Y. Board of Trade conference room were told by Mr. Halnan that the beef situation was critical. An overabundance exists now in all cuts and all qualities.

Though the federal government is currently engaged in a stepped up campaign to acquaint the public

with the fact that beef is now both plentiful and low-priced, the meat retailer representatives were urged to do all they could to help push beef to the consumer.

Displays and elaborate window signs were planned by the retailers in the course of a stepup in merchandising efforts.

Prices for beef are now the lowest since 1947, and about a fourth lower than they were this time last year.

The reason for the present beef oversupply is the rapid build-up in cattle numbers during the last three years to the recently reported all-time record of 56.8 million head. The dry weather of last summer further contributed to increased marketings.

Though per capita beef consumption has gone up, production has far outstripped it on the way up. (See Picture on Page 6)

Cleveland Grocer

Official Organ of The Cleveland Retail Grocers' Association

PLENTIFUL FOODS

March, 1953

The Plentiful Foods Program is designed to increase movement of abundant foods through the trade, insuring more orderly marketing.

Your cooperation helps assure maximum use of Plentifuls, by producers, consumers and trades.

FEATURES

GROCERS ASSOCIATION, II

SUPPLY AND DEMAND

With controls removed from practically all foods, the old order of supply and demand will take over. The exception to this very good rule will be those foods still supported by the United States Government. An outstanding example of this is bread.

Since the free market is again entering the picture it is well to watch for changes directly affect your business. The following information is from government sources.

POTATOES ... April storage holdings are large with North Florida new crop Heavy shipments will arrive from Alabama and California in mid-April. Storage on January 1st were 20% over a year ago and Spring acreage is about 20% over the same period last year.

BEEF ... There is a record large number of beef cattle on the farms today, are lowest in many years. Feed remains high and the farmers are not holding cattle; they are going to the market. Beef supplies should be abundant months.

USE AMERICA'S ABUNDANCE

KANSAS FOOD DEALER

Monthly List and The Kansas Grocer

Beef - A Good Buy For Consumers and Retailers

Plentiful supplies of good quality beef this Spring has made this product one of the "best buys" for both consumer and retailers.

The supply remains good, now, for three reasons: it is now the peak of the cattle production cycle; there are some 57 million beef cattle; prices are considerably below those of last year.

The result of retailer promotions to date have been most gratifying. The beef industry has commended the nation's retailers for their outstanding job, but it is essential to continue this extra sales effort, since the favorable supply situation on beef will last for at least another thirty days.

Important to tie-in with promotions of beef products is the fact that consumers can reduce costs per serving by cooking all meats at low temperatures, regardless of cut. The cooking method used. Low temperatures mean less shrinkage and assure more servings per pound of meat. Advantages of low temperature cooking are:

1. Less shrinkage, therefore more servings per pound;
2. Meat is reduced to shrink; APRIL since high temperatures promote
3. Meat is ju remain in the meat, and fat melting slowly (Continued on page 4)

BUTCHERS' ADVOCATE

21

News Section

BEEF IS ABUNDANT AT REDUCED PRICES

The plentiful supply of beef is the outstanding food news of this season. Markets are chock full of beef selling at much reduced prices — an abundance which has been gaining increased attention from distributors and consumers and warrants greater emphasis at this time.

In cooperation with livestock producers, slaughterers, meat packers and others in the distributive food trade, the U. S. Department of Agriculture is conducting a special plentiful foods program during the next several weeks to increase the consumption of beef. The Livestock Industry Committee has requested the assistance of the Department to supplement the industry's own current intensified merchandising campaign.

Beef supplies are running heavy throughout the country as livestock slaughter continues large. U. S. slaughter of cattle under Federal Inspection (approximately 75 percent of the

giving increased attention to beef in their menus. All segments of the food industry are urged to redouble their merchandising efforts during this period of abundance and low prices.

To effect even greater savings in beef purchases, some stress can be placed on the much lowered prices of the less tender cuts of meat such as flank, chuck, plate, brisket, foreshank and heel of the round. These cuts, which are very lean and nutritious, are suitable for stewing, braising or boiling, or meat loaf.

April 3, 1953
Volume 58
Number 14

NORTHWEST CHAIN STORE COUNCIL
900 Builders Exchange
MINNEAPOLIS-2 - - MINNESOTA

BULLETIN

Sponsoring Improved Relations Among Producers, Manufacturers, Chain Stores and Consumers in Minnesota, North Dakota and South Dakota

Number 162

April 2, 1953

NEW IMPETUS ON BEEF SALES

One of the most perplexing problems in agriculture today is the record number of beef cattle on farms and ranches and a declining market for cattle. The situation has become so serious for livestock producers and feeders that the U. S. department of agriculture has asked distributors of meat products to give additional impetus to the merchandising of beef.

This extra push is being given by playing up beef in advertising, special beef displays in stores and the feature of the beef cuts not so commonly known.

It has been pointed out that nearly everyone is familiar with steaks — sirloin, T-bone and the rest — but that many wives, particularly, have little knowledge about the other cuts of beef, such as brisket, chuck and flank. Many are none too familiar with the different kinds of beef roasts.

Consumption of any types of beef will increase the demand for the meat, will encourage greater demand to halt declining prices.

With beef cattle an important source of farm income in the Northwest states, slow demand and declining prices can have a very adverse effect on the retail business, particularly in communities which depend almost entirely on the farm trade for their sales volume.

It is to be hoped that all stores which can will make an additional effort to push the sale of beef in the coming weeks.

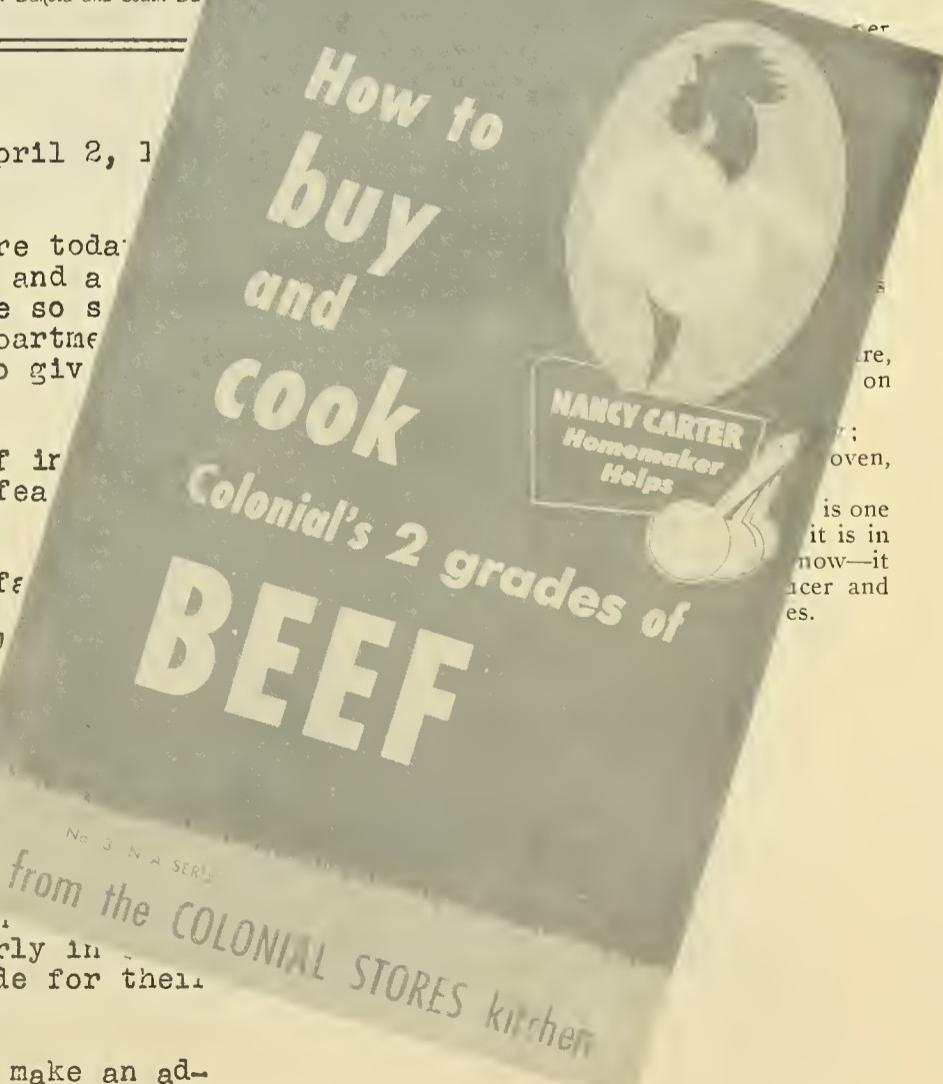
Beef—A Good Buy for Consumers and Retailers

Plentiful supplies of good quality beef this spring has made this product one of the "best buys" for both consumers and retailers.

The supply remains good, now, for three reasons:
—it is now the peak of the cattle production cycle;
—there are some 57 million beef cattle;
—prices are considerably below those of last year.

The results of retailer promotions to date have been most gratifying. The beef industry has commended the nation's retailers for their outstanding job, but it is essential to continue this extra sales effort, since the favorable supply situation on quality beef will last for at least another thirty days.

Important to tie-in with promotions of beef products is the fact that consumers can reduce costs per pound by cooking all meats at low temperatures, regardless of the cooking method used. Low temperatures mean less shrinkage and assure more advantages of low cost.



WADHAMS

& COMPANY

ESTABLISHED 1868

GENERAL BULLETIN
BULLETIN #36

WHOLESALE GROCERS & FOOD MANUFACTURERS

MARCH 25, 1953

TEL. EAST 0141
8, E. 3RD AT BELMONT
PORTLAND 14, OREGONSTEAKS AND ROASTS - beef is news!

Members of the livestock industry, meeting in Washington on March 11th, asked the government for all the assistance possible in publicizing the facts about the supply and demand of beef; that the supply of beef will continue plentiful throughout the country as livestock slaughter continues on a high level, greater than the past five year 1948-52 average. This heavy movement of beef cattle to market is the result of rapid build up in numbers of cattle during the last three years. BEEF WILL BE THE FEATURE ITEM - for months to come.

The dry weather

Wholesalers at Ray Schwartz of the Department of Agriculture, Food Distribution Branch, are called last week to say hello and report on the important meeting he had with beef cost. wholesale and retail meat men in Portland. A tremendous meat merchandising program is in the making, in the hope that the sale of beef can be increased considerably. Present low beef prices will be the story behind the program. which retail. It has been said that beef production runs in cycles and that the peak of are reported at the last cycle was in 1948, when the buildup of cattle reached 76 million for the home head. The present cycle has brought a total of 93 million to date and the the heavy beef cycle is not expected to reach its peak until this time next year, when it this year, the will reach 98 to 100 million head - which shows the need of a marketing program to bring about its consumption in an orderly manner. Mr. Schwartz told the meat men they have a tremendous consumer relations job to do over onsumption.

APRIL 8, 1953

received over \$10,000 for 24 head of cattle an \$6,000 for the same quantity shipped this be produced profitably at todays prices, which n Q. Public will enjoy having beef on the table o look at hamburger and be content for a long,

**SMART & FINAL IRIS CO.
MARKET NEWS**

Serving the food trade of the Great Southwest

Vol. 5

MARCH — 1953

No. 6

SALES AND PROFIT BUILDERS**BEEF ON MARCH
PLENTIFUL FOODS**

Beef, supplies of which are heavier than usual in Western markets, has been included on the U. S. Department of Agriculture's Plentiful Foods list for March along with a number of other Western products.

The March Plentiful Foods List, compiled by the Production and Marketing Administration Food Distribution Branch, includes an exceptional variety of foods for this time of year. Sharing the featured spot are small Navel oranges and dry beans.

Other foods on the March plentiful list include eggs, turkeys, broilers and fryers, cabbage, lettuce, celery, carrots, raisins, domestic dried figs, fresh and processed grapefruit, honey and frozen fish.

Supplies of beef in the retail markets have been exceptionally heavy—cattle slaughtered under federal inspection during January totaled 17 percent more than a year earlier—and present indications are that March supplies of beef at retail will continue large, according to FDB.

In addition to the heavier supplies during January, beef cattle prices were generally about one-fourth lower than in January, 1952, and prices for some grades were down more than one-third.

One of the main reasons for the increased supplies of beef is the substantial increase during the past three years in the beef cattle herds.

**NEW NAME SMART
FINAL IRIS CO.**HOW TO MAKE YOUR
STORE SAY, "COME
AND BUY...!"**NA WGA**

Announcement of a new company name, Smart & Final Company, for the combined operations of Final and Haas, Company, was made by M. Peterson, President, W. Lutz, Chairman of the Board. The new company to the firm throughout the entire Malin warehouse Vernon, Baker, Hardino and San Antonio, Arizona, Nevada.

Smart & Final is operating as this area for years, re Baruch.

Names until name Com title been redouble their merchandising

Plenty of Beef Supplies are running heavy and

The Livestock Industry Committee has asked USDA for assistance to supplement the

industry's own stepped-up merchandising efforts.

March 30, 1953 have been at their lowest point since 1947.

Beef prices in 1953 have been at their lowest point since 1947.

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March 30, 1953

FOOD SERVICE ESTABLISHMENTS

The food service establishments in this country serve more than 70,000,000 meals each day. The national and most regional and State restaurant and hotel associations featured beef in their bulletins and trade publications.

These associations were instrumental during the special plentiful foods program in stepping up the use of beef in restaurants, hotels, drug stores, industrial plant cafeterias, and other public feeding enterprises. Also, the home economists for many public utilities in their demonstration programs gave a great deal of publicity to the beef program.

In New York City, hotels and restaurants serving over 600,000 meals each day pledged to add an extra beef dish to their menus. In Massachusetts and Rhode Island over 100 large restaurant and cafeteria managers also pledged to add an additional beef item on daily menus.

State hospitals and institutions feed over 1 million persons daily had the lower beef prices called to their attention by their respective State agencies.

Beef was designated as a "School Lunch Special" plentiful food. State Departments of Education, through their School Lunch Divisions, encouraged its use. This program operates in about 57,000 schools serving nearly 10,000,000 children each school day.

Several specific examples of special attention to beef during this program by food service establishments ---

• Waldorf Cafeterias in the Northeast featured salisbury steak in newspaper ads, at a special price.

Howard Johnson chain of restaurants featured a special steak dinner at 40 cents less than the usual price.

The 187 Whelan Drug Stores featured a one-fourth pound hamburger at 33 cents - usual price had been 35 cents for a one-sixth pound hamburger.

The State colleges in Georgia were all urged by their central office to use beef frequently during period of low prices and plentiful supply.

Hotel and Restaurant

The Official Organ of the
HOTEL ASSOCIATIONS
of New England

24

New FOOD OUTLOOK for April

Michigan

MARCH 1953
RESTAURANT

Beef Makes History As a Plentiful Food

Beef has become so plentiful that the U. S. Department of Agriculture is featuring it in its Plentiful Foods program for March. This will be the first time in the history of the program that beef has been so abundant it could be included in the list of "Plentiful Foods."

Here's the "why" of the plentiful beef story:

Cattlemen have been building up their herds for three years. The first of this year there were more cattle on farms and ranches than ever before. They numbered about 94 million head.

Lots of these animals are coming to market now. Last week, for instance, production of

beef, under federal inspection, was 27 percent heavier than a year ago. It totaled 163 million pounds. Last year, total beef slaughter rose 8 percent above 1951, but it was smaller than for any other year since 1943. Now, farmers have more cattle to sell.

There are so many cattle that prices have fallen recently. Prices paid to farmers for cattle last week were a fourth to a third lower than a year ago.

Cattle on farms and ranches the first of this year outnumbered hogs by about 2 to 1. Farmers have been reducing hog production and plan to continue to do so. And that's a story reflected at the markets now as

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... Please note that Beef is included in the list of "plentiful" supplies. Cattle and calf slaughter continues at the high rate of about thirty percent over last year. Several congressmen have pressed the government to step in with some kind of support program to offset the sharp drop in beef prices and alleviate the heavy losses being currently taken by the cattle industry. A committee of USDA and cattle men feel that the livestock and meat industry can solve the problem better without governmental financial help or interference if restaurant operators and retail meat outlets will lend a hand. This makes sense to restaurant men who know only too well what governmental controls and subsidies do to their meat prices. Will you please use and feature beef dishes to the fullest extent during April and May to help normalize and stabilize the cattle market - particularly the fed cattle market.

Howard Johnson's

The Recognized Publication of the Pennsylvania Restaurant Association

Seventeenth Year

MARCH 1953

Number 193

BEEF

The Livestock Industry Advisory Committee to the Secretary of Agriculture, meeting in Washington, D. C., on March 11 and 12, called on the Department for an intensified promotion campaign on Beef during the next few weeks. The Committee, for its part, pledged all segments of the industry in a united program to acquaint the public with the fact that Beef is both plentiful and low-priced on today's market.

Beef supplies are large and prices sharply reduced. Federally-inspected slaughter was 1.17 million head in February 1953, nearly 212,000 head above the 1948-52 average monthly slaughter.

Prices have dropped \$13 to \$20 per cwt. between September 1951 and March 5, 1953.

Much outstanding promotional work has been done recently by all segments of the trade, but the need for increased emphasis persists. Joining the Industry Committee, we now urge you to redouble your efforts to move Beef into consumption during this period of lower prices.

\$1.95

Special

\$1.95

GRILLED MINUTE SIRLOIN STEAK

French Fried Potatoes

Buttered Green Peas

Special for Today

Tea or Coffee

Steak Rolls and Butter

BAKED SALISBURY STEAK, ONION GRAVY appetizers

Whipped Potatoes

Fresh Vegetable

Onions .15

Chilled Fruit Cup with Sherbet .30

Onions .15

Chilled Half Grapefruit .20

Freshly Baked Rolls and Butter

Onions .65 (.35 extra on dinner)

95¢

Suggestions

Complete
Dinner

1.90

A la
Carte

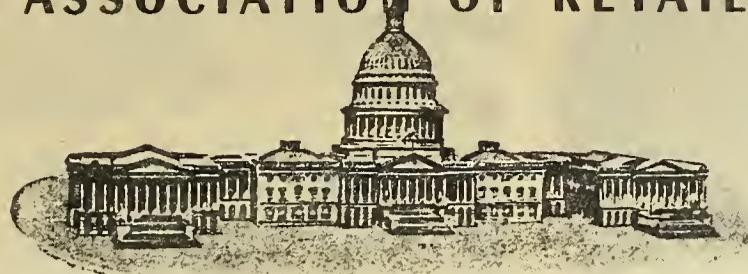
1.35

POT ROAST OF BEEF

Jardiniere Gravy, Oven Roasted Potato, Buttered Broccoli

NATIONAL ASSOCIATION OF RETAIL DRUGGISTS

JOHN W. DARGAVEL
EXECUTIVE SECRETARY AND
GENERAL MANAGER
205 WEST WACKER DRIVE
CHICAGO 6, ILLINOIS
PHONE: STATE 2-7730



GEORGE H. FRATES
WASHINGTON REPRESENTATIVE
OF THE N.A.R.D.
1162 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.
PHONE: DISTRICT 7-7495

WASHINGTON BULLETIN

VOL. 10 - NO. 112

March 20, 1953

DON'T BEEF - SELL MORE - The U. S. Department of Agriculture has asked the NARD to again cooperate in moving parity products. Soda fountain operators got behind the drive, October last, and really went to town in helping the Government dispose of an excess HONEY crop. The Government officially acknowledged your aid. Now won't you please put a little extra effort behind the drive to sell more BEEF? Every additional piece of meat you sell or consume saves Uncle Sam from paying support prices to the producers. Raisins are next on the program. During the week of May 10th to 16th you will be asked to help sell more raisins. There will be an estimated coverage of 25,000 tons. More about this plan next month.

Texas Restaurant Association
1012 BROWN BUILDING
AUSTIN 1, TEXAS

25

You received a bulletin dated April 1, 1953, our next regular bulletin, we will send us 1500 copies of this bulletin. We will carry in that will go out to our members on this. Sincerely yours,
W. Prife, Jr.
Executive Vice-President

Sigfried M

Fa

UNITED CIGAR - WHELAN STORES CORPORATION
WHELAN DRUG STORES

UNITED CIGAR STORES

ROOM 202
509 14TH STREET, N.W.
WASHINGTON 4, D.C.

3, 1953

Special Feature.

• FULL QUARTER POUND TENDER, JUICY
HAMBURGER

1/4
POUND

Served on
• TOASTED
SOFT BUN
with
• RELISH

33¢

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soda fountains

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The MISSOURI RESTAURANT

26

MARCH, 1953

An Intriguing Recipe

BEEF BOURGUIGNON, WITH A SAUCE THAT'S OUT OF THIS WORLD

What always turns up at the head of the poll when the question is, "What's your favorite meat?" Beef. Beef in any way, shape or form. Well, here's a beef dish you'll hurry to add to your "favorites" list once you've tried it — Beef Bourguignon.

To make it, great tender chunks of juicy beef must be simmered slowly in a rich, dark brown sauce — and what a sauce! Aye, there's the secret. Wine, herbs, spices, onions, and half a cup of strong black coffee — among other things — go into its making. Then pour the piping hot, savory beef into a bed of buttered, golden noodles sprinkled with fresh parsley. Serve with it a crispy green salad, sharp dressing and large cups of steaming coffee, as complete and hearty a meal as you could wish for.

Strange as it may seem, Beef Bourguignon is also economical, the noodles acting as a meat stretcher as well as a flavor complement. This means that you can make this delectable dish as often as the spirit moves you — and on a modest budget, to boot.

One more point . . . don't forget to have a brimming coffee pot at hand when the serving starts. This is one meal where "coffee with" is quite as indispensable as "coffee after."

BEEF BOURGUIGNON

(Serves 50)

2 c. butter or margarine	1/2 c. salt
24 lb. round steak, cut in 3/4 inch cubes	1 1/3 T. monosodium glutamate (T = Tbsp.)
8 cloves garlic, crushed	1 1/3 T. pepper
2-dozen onions, sliced or 2 qts. sliced	2 tsp. marjoram
2 c. flour	2 tsp. oregano
1 gal. Burgundy	1 qt. strong black coffee
2 qts. water	

Melt butter or margarine in deep frying pan or chicken fryer; add cubed round steak; brown on all sides. Add garlic and onions; cook until onions are soft, but not brown. Remove meat and onions from pan. Blend flour with butter remaining in kettle. Add wine, water, seasonings and coffee. Stir until slightly thickened. Return meat and onions to kettle. Cover; bring to boil; simmer 1 1/2 hours or until meat is tender. Serve with parsleyed, buttered broad noodles. Makes

METROPOLITAN NEWS

PRINTED MONTHLY
IN NEW YORK CITY

INTERNATIONAL
STEWARDS' and CATERERS' ASSOCIATION
INCORPORATED

APRIL, 1953

YOU MIGHT BE INTERESTED!
PLENTIFUL BEEF PROGRAM

The USDA is cooperating with the livestock industry in a special plentiful foods program during the next several weeks to increase the consumption of beef. Marketings of beef cattle have increased considerably in the past year and prices of livestock are the lowest since 1947. The Department is urging wholesalers and retailers to continue and expand the merchandising campaign on beef they have conducted during the past few weeks.

PEORIA RESTAURANT ASSOCIATION

FIRST NATIONAL BANK BUILDING

PHONE 3-7114

DIRECTORS

EDWARD WINSTON
T. HAROLD BOTTRELL

PEORIA 2, ILLINOIS

April 10, 1953

BEEF, CABBAGE, TOMATO JUICE and RAISINS. The leading April plentifuls are the largest since 1947 and the raisin industry will have a special national promotion during the first half of May.

The Appetizer

The Official Publication of the Iowa Restaurant Association

MARCH, 1953

Tips on Meat

Beef Buying: When buying beef, look at the grade and cut as indications of probable tenderness. U. S. Prime and Choice grades rib and loin cuts are usually tender. So is meat that has fine-textured lean, red, porous bones, and is well marbled with fat.

Meat Storage: Fresh meat should be stored unwrapped or loosely covered in the coldest part of the refrigerator. As a little drying of the surface of fresh meat is desirable, it should not be tightly covered. However, cooked meats should be covered because the surface has dried during cooking. Frozen meats should be stored at 0°F. or lower until time of defrosting.

Save Time and Trouble: Roasting meats at a low temperature involves less work all around. You won't have to keep as close a watch as otherwise, the pans will not have to be scoured as much, less fuel or electricity is

used and the drippings are more valuable for soups and gravies than burned drippings.

Frozen Meat Juice: When thawing frozen meats, catch the juice as it drips from the piece and use it in cooking soups or gravies—it's full of Vitamin B.

THE BOSTON HERALD, TUESDAY, APRIL 14, 1953



MONDAY, TUESDAY

45¢

Waldorf

CAFETERIAS

OFFICERS
ALEXANDER SUTTER, Pres.
H. F. DAVIS, V. Pres.



1512 STOUT STREET
DENVER 2, COLORADO
TELEPHONE CHerry 7439

March 20, 1953

Mr. John J. Slaughter
U.S. Department of Agriculture
1114 Commerce Street
Dallas 2, Texas

Dear Mr. Slaughter: RESTAURANT OPERATORS URGED TO PUSH BEEF

Your letter came after the Greeley Chamber of Commerce has called our attention to figures that indicate an economic loss of \$140 million because of the current cattle slump.

We are perhaps closer to this than you are. In cooperation with the U.S. Chamber of Commerce (that one being the feeder district) we have been working on the idea of serving more beef in our restaurants, both to help provide a market for the beef that must be sold and to prevent the cattlemen from going broke and out of business and then having a beef scarcity and very high prices in succeeding years.

You will all have received letters by this time urging you to take advantage of the larger profit margin on beef and serve more beef in your restaurants, both to help provide a market for the beef that must be sold and to prevent the cattlemen from going broke and out of business and then having a beef scarcity and very high prices in succeeding years.

It is sound thinking too, to have such items as beef pot pie, beef and noodles and beef hash on your menu to "take up" the left-overs. Lives in this world a man so dead, who never in his life has said, "Gimme 'd corned beef 'n cabbage!"

Copies are enclosed. Enclosed with this HOST you will find a sample table tent that proclaims that you serve Colorado beef, as well as a booklet on how to select and prepare tastier beef. If you want additional of either, they may be obtained from your packer. I will mail the letter urging aid on the problem. I will mail the BEEF bulletins I received from your office this next week. If there are other things we can help on, call on us.

Hospitably yours,

Dick Carlton

R. E. Carlton,
Executive Secretary

the HOST

P.S. We also did newspaper publicity on the problem.

MEAT

Beef: Supplies have become so plentiful that for the first time in history, the U. S. Department of Agriculture featured beef in its Plentiful Foods program for March. With cattle herds built up the past three years and a record 94 million head now on farms and ranches, more cattle than ever before are heading for market. Production in one recent week was 27% above a year ago. Prices have fallen accordingly, with sums paid farmers a fourth to a third under a year ago.

Menu

A.C.L. Special Steak Platter

BROILED CLUB STEAK

(Half-Pound)

French Fried Potatoes

Mixed Green Salad

Bread and Butter

Coffee

Tea

Milk

2.85

ATLANTIC COAST LINE RAILROAD
RICHMOND, FREDERICKSBURG & POTOMAC RAILROAD
FLORIDA EAST COAST RAILWAY



Best Buys of the Month

HOTEL ASSOCIATION OF

WASHINGTON, D. C., INC.

(AFFILIATED WITH AMERICAN HOTEL ASSOCIATION)

312 SECOND NATIONAL BANK BUILDING
1331 G STREET NORTHWEST
TELEPHONE DISTRICT 9110

28

March 17, 1953

We are distributing the fact sheet to our member hotels in an effort to cooperate with the Secretary of Agriculture in this project.

Bourbon Dawes

BOURBON A. DAWES,
Executive Secretary.

Massachusetts Restaurant Association

279 NEWBURY STREET, BOSTON, MASSACHUSETTS

Telephones KEnmore 6-9260-9261

AFFILIATED WITH THE NATIONAL RESTAURANT ASSOCIATION

Attached to this letter is a copy of the appeal made by our President, Mr. Robert H. Hall, at our monthly Membership Meeting, held on March 23rd at Fitchburg, Massachusetts.

Subsequent to this Meeting, I have contacted personally a number of our leading catering firms who have assured me of their intention to feature beef and beef dishes at every possible opportunity during the next few weeks.

I think you can be safe in assuming that our Association, as in the past, will back the Department of Agriculture to the fullest extent possible in this current emergency program.

March 30, 1953



INCORPORAT

Cordially,

Mark Strong

Mark Strong
Executive Secretary

**WASHINGTON STATE
RESTAURANT ASSOCIATION, INC.**

803 SEABOARD BUILDING • SENeca 6446.
SEATTLE 1, WASHINGTON

April 6, 1953

Very truly yours,
George E. Clarke

George E. Clarke
Executive Vice-President

Louisiana Hotel Association

March 26, 1953

You may be assured that we will be glad to cooperate with you and will suggest to our members in a bulletin that they feature beef in their menus.

Restaurant Operators Urged to Push Beef

Denver Post Special

GREELEY, Colo., March 10.—The Greeley Chamber of Commerce, warning that the current slump in cattle prices means a Colorado economic loss of \$140 million, Tuesday called on restaurant operators to "push beef."

Walter L. Bain, chamber president, said the cattle market has "gone to pot."

"The price of beef has dropped a resounding 33 per cent in the last three months—and the bottom is still not in sight," he said.

Weld County, of which Greeley is the county seat, is the nation's leading cattle feeding area.

The chamber plea is aimed at increasing the sales of beef dishes by restaurants.

"Beef now offers a larger margin of profit to eating establishments than any other meat, fish or fowl," Bain said.

An increased consumption of beef will have a stabilizing effect on the sagging market. You can help by giving beef a more prominent place on your menus and featuring such economical cuts as pot roasts, corn beef and cabbage, beef pot pie, beef and noodles and beef hash," Bain said.

DENVER POST

DENVER, COLORADO
March 10, 1953

INDIANA RESTAURANT ASSOCIATION

MEMBERSHIP BULLETIN

MARCH 31, 1953

THANKS FOR YOUR LETTER OF MARCH 26TH RELATIVE TO

ENLISTING OUR SUPPORT IN THE MERCHANDISING EFFORT OF THE LIVESTOCK INDUSTRY AND THE U.S. DEPARTMENT OF AGRICULTURE. WE

The U. S. Department of Agriculture during the past week has sent representatives to the I.R.A. office for the primary purpose of discussing the present record supply throughout. Indiana can help in disposing of the surplus.

Summer markets are now pouring into Midwest cattle at about one-third under those of cost beef in several years, despite U.S. all grades of live cattle and the steers coming into the Chicago

big-volume users to give special. Advance buying is suggested

be created through the use of publicity media. This nationwide its to feature steaks and beef the alleviation of the beef surplus

Arizona Hotel Association

HOTELS • RANCHES • RESORTS

902 LUHRS TOWER
PHONE 3-3957
PHOENIX, ARIZONA



MARCH 30, 1953

EXECUTIVE SEC'Y, TREASURER

YOUR HELP IS NEEDED... BUY PLENTY OF BEEF

DW/CT

Plentiful Foods

MONTHLY LIST

State Board of Education

SCHOOL LUNCH DIVISION

Oklahoma City, Oklahoma

APRIL 1953

SCHOOL LUNCH SPECIALS	
BEEF	
CARROTS	CABBAGE
POTATOES	FRESH ORANGES

REPORT PURCHASE OF ABOVE FOODS ON CLAIM

Austin, Texas

TEXAS EDUCATION AGENCY

April 1953

DIVISION OF ADMINISTRATIVE SERVICES

PLENTIFUL FOODS FOR APRIL

SCHOOL LUNCH SPECIALS

Beef

Potatoes
Carrots

Cabbage
Fresh Oranges

NOW IT'S TIME TO START
"BEEFING"



Have you checked on the
price of front-quarter beef
lately?

Many cooks and food managers have just
gotten out of the habit of buying beef. For
good reason, too! The picture has changed
lately and there are some good buys in beef.

The kids (pardon me!) - children, will en-
joy some beef pie, roast beef or what have you.
Those with deep freeze or locker boxes better
consider buying a front-quarter or two. We
don't know, but have a hunch, beef is about as
cheap as it is going to get.

We recommend for schools, front-quarters of
good or commercial grade or if you can't use a
full-quarter there are some good cuts of front-
quarters. Hinds are not yet as good buys as
fronts. Sometimes you can get utility grade
that is OK.

April 1953

Kansas School Lunch News

State Department of Education
Adel F. Throckmorton, Superintendent
Topeka, Kansas

Plentiful Foods

Bascom Hayes, Director
Administrative Services

Charles M. Hicks, Chief
School Lunch Program

APRIL SCHOOL LUNCH SPEC

1. Beef 2. Carrots

4. Potato

IMPORTANT NOTICE

Beef is at the top of the list of School Lunch Specials for the month of April. Every effort should be made to increase the consumption of beef in the school lunchrooms. The prices are the lowest in years. Everything possible should be done in Texas to assist in stabilizing prices to cattle producers. At present, prices, beef can be included more often in lunchroom menus and the variety of ways in which it can be prepared and served lends itself well to acceptance by children. Nutritionally, beef is considered as one of the most important sources of protein. Lunchrooms having home type freezers or access to frozen food lockers may well look to purchasing beef in quantity now for consumption during the remainder of the school year.

Beef tops the list of School Lunch Specials for the month of April. At present, prices, beef can be included more often in lunchroom menus, and the variety of ways it can be prepared and served lends itself well to acceptance by children. Lunchrooms having food freezers may well look to purchasing beef in quantity now for use during the remainder of the school year.

29

BUNCHYERON

COLORADO SCHOOL LUNCH DIVISION
STATE DEPARTMENT OF EDUCATION

DIGEST

APRIL, 1953

CHARLES W. LILLEY, State Director
WOODROW K. WHATLEY, State Home Economist
Room 321, State Museum Building
Denver 2, Colorado

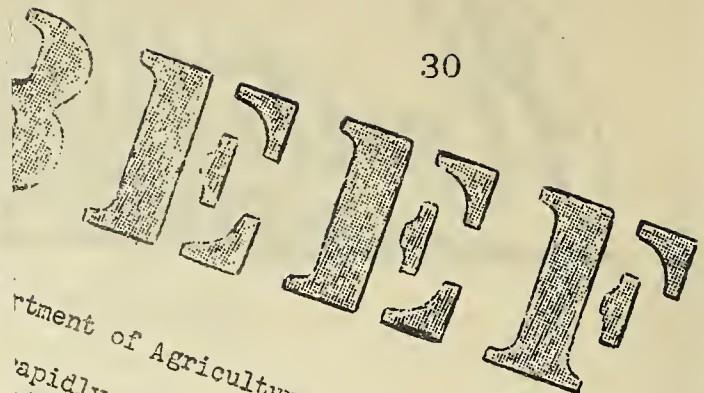
PLENTIFUL FOODS FOR APRIL

SCHOOL LUNCH SPECIALS

Plentiful Foods

MONTHLY LIST

30



STATE DEPARTMENT OF EDUCATION
SCHOOL LUNCH SERVICE, ROOM 301, EDUCATION BUILDING
LITTLE ROCK, ARKANSAS

April 1, 1953

To: Superintendents of Schools and Lunchroom Managers
From: Ruth Powell, State Supervisor, School Lunch Service
Subject: April Plentiful Foods List - School Lunch Specials

We are attaching a copy of the suggested menus for Type "A" Lunch emphasizing the use of the following plentiful foods during April, 1953.

PLENTIFUL FOODS MONTHLY LIST

*
SCHOOL LUNCH SPECIALS
 Beef
 Potatoes
 Carrots

School Lu

APRIL 1953

BEEF * BEEF *

:
 : SCHOOL LUNCH SPECIALS
 : Report purchases of the follow-
 : ing on monthly claims, Item 5:

:
 : BEEF
 :
 : Potatoes Cabbage
 :
 : Carrots Fresh Oranges

Livestock producers in recent weeks have been forced through unusual circumstances to market exceptionally large numbers of cattle. As a result of this heavy marketing, the price of cattle has dropped causing lower prices of beef for consumers.

A committee representing Livestock Industry recently met with the Secretary of Agriculture and it was agreed that an all out merchandising drive would contribute greatly to stabilizing prices. The committee members asked, among other points, that immediate steps be taken to increase the volume of beef used in the School Lunch Program.

While beef is at the top of the list of School Lunch Specials for the month of April - giving attention to possible increased purchases - prices are now favorable. At present prices, beef can be included more often in lunchroom menus and the variety of ways it can be prepared and served lends itself well to acceptance by children. Nutritionally, beef is considered as one of the most important sources of protein.

Compiled by: NEW MEXICO SCHOOL LUNCH DI

TOM WILEY, STATE SUPT.

Allyn George, State Director Lunchrooms having home type freezers or access to frozen food lockers may well look
 Kathleen Doyle, Field Supervisor to purchasing beef in quantity now for consumption during the remainder of the
 Juanita Taylor, Field Supervisor school year.

Howard Janes, Field Auditor

Ollie Harvey, Bookkeeper

Lila Garcia, Secretary

rtment of Agriculture points out the following:
 rapidly in the past few weeks. Our cattle pro-
 it a heavy volume of cattle which has resulted
 industry, meeting with representatives of the
 ll, requested the Department to use every
 ntion of consumers that beef is plentiful and
 s, a concentrated effort will be made to
 through regular trade channels.

or, when you can serve more beef in the
 beginning to tire of turkey and ham, and
 beef. Why not check with your market
 charged for beef in your community?
 might be a good time to fill your



BUY BEEF

Santa Fe, New Mexico

BLUE FLAME HOMEMAKER - April 1953

Isabel Ottenheimer, Director

BEEF IS TOP FOOD NEWS! THE NEW YORK CITY OFFICE FOR MARKETING TELLS US THE MARKETS ARE CHOCK FULL OF BEEF SELLING AT MUCH REDUCED PRICES. TO HELP THE HOMEMAKER TAKE ADVANTAGE OF THE SUPPLY AND PRICE OF BEEF, WE HAVE TAKEN A FEW RECIPES FROM THE BEEF RECIPE SHEET PRINTED BY THE U. S. DEPARTMENT OF AGRICULTURE, PRODUCTION AND MARKETING ADMINISTRATION, NEW YORK CITY OFFICE FOR MARKETING.



Betty Bradford presents Reddy Recipes

FROM THE HOME SERVICE DEPARTMENT of the NARRAGANSETT ELECTRIC COMPANY

In cooperation with the U. S. Department of Agriculture's
Plentiful Food Program
FEATURING MEDIUM AND LOW PRICE BEEF CUTS

FLANK STEAK FILLETS (PINWHEELS) ROLLED BEEF RUMP POT-ROAST WITH VEGETABLES BEEF STEAK

STRAWBRIDGE & CLOTHIER

present

April Houseware Fair

Miss Lappan, who conducted the cooking school, told her audience that "BEEF was on the U. S. Department of Agriculture's Plentiful Foods List for the first time in 15 years and strongly suggested purchases of beef at this time."

Demonstrations were conducted at 2:00 and 7:30 p.m. on April 8 with approximately 100 in attendance at each session.

We know that spring always brings good things, and now we have the best news for you and your family. How many times have you sat down to plan your menu and left it just sitting there on the table - unfinished?

"MIRACLE MEALS" from the SPACEMASTER ROPER BEEF! We are delighted to tell you that April 6 - 19 has been designated as a post-lenten period featuring recipes and now at the request of Secretary Benson of the United States Department of Agriculture we are pulling them all out of our Mexican Cookbook fun than the new Easter hat and having French Fried Onion. Fresh Asparagus. Tomato Juicier time, Hot Buttered Hollandaise. Salad Old Fashioned Sharp Chee Beef Cofit ton.

GAS

THE WONDER FLAME THAT COOLS AS WELL AS HEATS
CAMBRIDGE GAS LIGHT CO.
CAMBRIDGE, MASS.

HOME SERVICE CONSULTANT
UN 4-3100

BROILED ROUND STEAK DELUXE

in cooperation with

HOME SERVICE DIVISION

PHILADELPHIA GAS WORKS

round steak approx. 1" both sides of steak with using the amount as jar. Allow to stand at for the amount of time sections on jar label.

Score steak around edges to prevent curling. Place on broiler grid and broil on first side for 10 mins. Turn and continue broiling for 5 to 7 mins. This will make a medium done steak; adjust time for a rare or well done steak. Yield: 8 to 10 servings.

Savory Beef Dishes

While beef is plentiful and relatively inexpensive, good cooks may want to add the following popular recipes to their cookbook shelf.

Braised Steak and Onions:

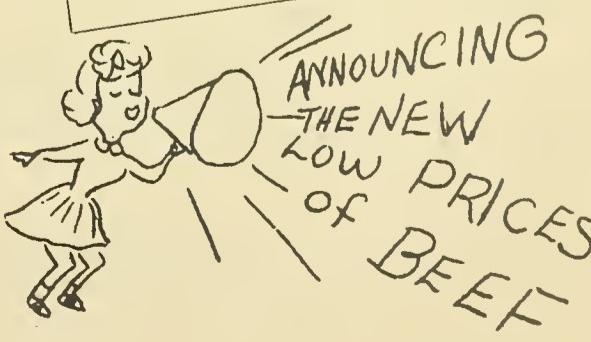
Stuffed Flank Steak:



Published every other week by Atlanta Transit Co.
Atlanta, Georgia.



GOOD NEWS FOR THE BUDGET and the appetite too—beef, that favorite American meat, is listed as a "Plentiful Food of the Week" by the U. S. Department of Agriculture. I'm a beefsteak fan myself—and who isn't?—so I thought I'd pass this good news along. A record number of cattle is coming to market right now and a high percentage of it is "choice". This is an ideal time to fill the freezer, if you own one. But freezer or not, beef's a good buy for daily eating—and isn't it fun while it lasts?





32

Published Monthly by
THE BAKERY & CONFECTIONERY WORKERS'
INTERNATIONAL UNION OF AMERICA

Monthly Guide to

Better Food Buys!

IT MAY well be said that the big news in the food markets these days is the drop in beef prices. Most choice cuts have been well over a dollar a pound for so long that it's hard to believe one's eyes. And all indications suggest that March supplies will be even larger and prices below those of last year.

It seems that over the last three years our beef production has steadily risen to an all-time high and this, together with weather and poor grazing conditions over the western states last summer and fall, is marketing. Seventeen per cent of the cattle marketed were above average and prices per pound were above the norm. On some grades the prices were down. It is good news that this is good news and makes happy reading for us housewives.



State of New Jersey
DEPARTMENT OF THE TREASURY
DIVISION OF PURCHASE AND PROPERTY
AGRICULTURAL COMMODITY DISTRIBUTION FUND

FRED V. FERBER
DIRECTOR

April 7, 1953

To: All Institutions

From: The Agricultural Commodity Distribution Bureau

The Livestock Industry Advisory Committee to the Secretary of Agriculture, meeting in Washington, D.C. on March 11 and 12, called on all distribution centers for an intensified promotion campaign on Beef during the next few weeks. The Committee, for its part, pledged all segments of the industry in a united program to acquaint the public with the fact that Beef is both plentiful and low-priced on today's market. This agency is co-operating in this program, and asks you to participate in the campaign to help make it a success.

Beef supplies are very large and prices have dropped sharply. During the month of February, federally-inspected slaughter was 1.17 million head -- about 212,000 head above the 1948-52 monthly average. Prices have dropped \$13 to \$20 per cwt. between September 1951 and early March 1953.

For your part in this campaign we offer this suggestion -- How about serving one additional Beef meal each week for the next several weeks?

Your cooperation is urgently needed.

• Housewives, Please Note:

Falling beef prices will soon stop falling. Secretary of Agriculture Benson is moving in to support cattle prices--the first time the government has taken such action since the depression. Cattle industry spokesmen in Omaha say they are in favor of the government supporting beef prices, as long as it doesn't lead to price controls. In other words, they favor protection for themselves but not for the consumers.

Making Ends Meet*Enjoy Reasonable Beef Prices
—They Won't Last Forever*

By BERT SEIDMAN

Current reasonable prices for beef are almost too good to be true—but the chances are that they won't last beyond this year. In recent weeks cattle prices have been lower than at any time since 1949. The low cattle prices plus the expected continued high rate of cattle slaughter mean that for the rest of 1953 beef and veal output should remain at high levels and beef prices are not expected to rise appreciably.

Unfortunately, the current down in cattle numbers higher Slaughter ever



March 21, 1953

In office in bringing to the attention of local chambers in our area the campaign to promote beef, we are duplicating copies of your letter of contribution to these managers and it would be effective if we could attach copies of your March 17 bulletin. If available, please supply us with 150 copies to be used for this purpose.

Yours truly,

H. E. Nix
Executive Vice President

PROOF SLIP FROM The Boston Globe

APRIL 9, 1953



Serve a hearty,
thrifty New England
Boiled Dinner!



**Fancy Brisket
or Thick End
CORNED
BEEF**

Cut from
Swift's Premi-
um Heavy
Steer Beef and
other famous
brands.

63c
lb

BUY BEEF—USE BEEF . . .
benefit from the plentiful supply, and perform a public service for your country's economy.

Across the country, in large metropolitan dailies, in smaller community papers and rural weeklies, food editors did a tremendously effective job on calling the favorable consumer beef situation to the public.

An idea of the demand for, and use of, general information on the beef and cattle situation, recipes, menus, grading, etc. can be gleaned from the selected items included in this report. They represent but a small fraction of the attention given to the beef promotion by food editors of daily newspapers. Because of the Special Beef Program many special articles featuring beef were used during Lent, traditionally a time when food writers present recipes and items on typical Lenten meals.

Date: MAR 19 1953
The Press-Scimitar's Weekly Market Feature—

'5

If You Want a Good Buy, It's Still 'Buy Beef'

By CARTWELL BASKETT
Press-Scimitar Staff Writer

We'll get to the good buys in a minute, but Cartwell has to start off this week with a story about beef and the U. S. Department of Agriculture.

To begin, beef is a good buy—has been a good buy for the past month—looks like it is going to keep on being a good buy for a while.

Look at ground beef—39 cents a pound at one chain's Memphis stores this week.

Two months ago, same chain stores were asking anywhere from 59 to 69 cents a pound for ground beef.

Prices on steaks, roasts and other beef cuts are down accordingly.

On these grounds alone, Cartwell has no hesitation about saying bluntly, "Buy beef."

But what happens?

With the price of beef dropped half-way down the price pole, cattlemen all over the country are running their fingers around inside their collars.

"Shall we stay in the cattle-raising business? Shall we ask for federal subsidies to keep the beef prices up?"

Most cattlemen being rugged free-market exponents, who screamed about beef price ceilings during the war, they decided:

"We won't ask the Secretary of Agriculture for subsidies—we'll ask them to put on a campaign to get housewives to buy more beef."

This was reported in newspapers all over the country Monday. Tuesday afternoon late, a man named Tom Atkins walked up to Cartwell's desk and said:

"How's about giving beef a boost this week in your column?"

Talk about ACTION!

About 24 hours after the cattlemen asked the USDA to put on the steam for beef, here was Tom, out of the Atlanta USDA office—flew up here—hard at work putting on the steam for beef in Memphis.

Now, entirely aside from the fact that beef is a good buy, it seems to Cartwell that when a government bureau can move THAT fast, well—maybe we ought to start buying some beef.

So when you stop by that chuck roast at 49 cents a pound, remember two things:

1. It was probably pushing 80 cents a pound last December.

2. Tom Atkins and the cattlemen and the USDA and the Secretary of Agriculture have started out so fast they may have beef up where it's hard to buy again before they get stopped!

Now, after you've bought the joint out in steaks and roasts, catch your breath for a quick roundup elsewhere—man does not live by beef alone, y'know:

MEAT—Frying chicken at one chain—regular, 59 cents a pound, special this week at 47 cents a pound. Smoked picnics at one group of independents—regular, 45 cents a pound, this week at 39 a pound.

Some stores have end cut pork chops for barbecuing at 35 cents a pound on special, down 14 cents

under regular. One local chain has outdone itself on hamburger (and it's not New Zealand, either) with a special at 29 cents a pound this week.

Lamb shoulder roast at another chain this week is 39 cents a pound, compared to 59 cents a few weeks ago. They also have frozen fresh codfish fillets at 19 cents a pound, down a dime and going back up to 29 next week.

PRODUCE—Big 5-cent deal at one group of independents this week, any of these for a nickel—a grapefruit, an ear of corn, a pound of new potatoes, a bunch of (whoopie) spring onions, or a green pepper.

One chain has two eggplants for 29 cents—was charging 23 cents each a couple of weeks ago. Also has cucumbers, two for 15 cents—were 17 cents each last week.

Huge grapefruit, white seedless kind, at another chain are down some to six for 39 this week. They also marked down new potatoes from five pounds for 35 last week to five for 29 this week.

CANNED GOODS, ETC.—Coupions all over the place this week—soap powder, soap, salad oil, shortening, running around a dime each in most cases. One soap powder purchase gets you a 12½-cent can of cleanser for free. Buy another brand of cleanser and get an extra 24-cent box free, but you have to write away for it.

Cheese prices are choice some places this week—one chain has two-pound hunk of processed spread cheese at 69 cents—usually costs 84 cents. Another chain has marked down fresh cheddar from 53 to 49 cents a pound and domestic Swiss down from 69 to 59 cents.

Save a dime on a 12-ounce jar of peanut butter at 29 cents at one chain. One group of independents has 10 pounds of sugar on special for 85 cents, saves you 18 cents. Same stores have 25-cent can of fruit cocktail for 19 cents, while one local chain has larger can of same item reduced from 39 to 31 cents.

These same chain stores have two 18-cent bottles of catsup for a

MEMPHIS PRESS-SCIMITAR

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Front
Page

Edit
Page

Other
Page

San Francisco

PROGRESS!

SUNSET EDITION

Vol. 28 No. 14 5c per copy

125 Valencia St. San Francisco 3, Calif. UNderhill 1-6100 Wednesday-Thursday, April 8-9, 1953

BEEF PRICES COME DOWN TO EARTH

Supplies Plentiful Throughout Country as Slaughter Continues

THE BOSTON HERALD, THURSDAY, APRIL 9, 1953

STOP & SHOP
SUPER MARKETSServe a hearty,
thrifty New England
Boiled Dinner!Fancy Brisket
or Thick End
**CORNED
BEEF**Cut from
Swift's Premium Heavy
Steer Beef and
other famous
brands.**63¢
lb**BUY BEEF—USE BEEF...
benefit from the plentiful supply, and perform a public service for your country's economy.

"Oh, you beautiful beast," Mary Beth Seaborn murmurs to this lucky Hereford with whom she tangles. This steer is one of the many now being sent to market. This excellent grade of beef is being offered at new low prices today in our meat markets.

Market Report

Beef Supply
For April
Is Plentiful

By CLAIRE WALLACE.

For the first time in 15 years, beef appears on the list of "Plentiful Foods for April" compiled by

NEW YORK WORLD-TELEGRAM AND SUN, THURSDAY, APRIL 9, 1953.

meats. Even though variety meats are not among the specials, they should not be overlooked. There's little waste and lots of nourishment in such low-priced items as beef heart and kidneys at 23 cents a pound each and liver at 59 cents.

Swedish Pot Roast
with Noodles

3½ to 4-pound pot roast
3 tablespoons lard
2 medium onions, sliced
1 clove garlic, minced
1 teaspoon salt
½ pint sour cream (1 cup)
1 cup water
4-ounce package noodles

In a Dutch oven or other heavy utensil, melt lard, and in it lightly brown onion and garlic. Push to one side. Rub meat with salt and brown well. Combine sour cream with water and pour over meat. Top meat with onions and garlic, cover and cook over low heat for 2½ hours, or until tender. Remove roast, skim off all but four tablespoons fat. Into fat, stir four tablespoons flour; gradually add two cups bouillon or water and the sour cream mixture spooned from top of roast. Cook, stirring constantly, until thickened. Season to taste with salt, pepper and paprika. Serve sauce on cooked noodles.

Cut the meat into one to two-inch cubes. If desired, the meat may be floured before browning. Brown a few cubes at a time in a little hot fat. Add seasonings and cover meat with liquid. Cover pan and cook over low heat until meat is nearly tender. Add vegetables, such as onions, potatoes and carrots, and continue cooking until these are done. Before serving, the meat and vegetables may be removed and the liquid thickened with a flour-and-water paste.

Into the Grinder and Out

In any review of economical beef buys, ground beef usually tops the list. Here are some thrifty cuts to have ground for use in meat loaves, patties, sauces and casseroles: Flank, chuck, plate, rump and heel of round.

First Step to Economy

To start you on your way towards planning good-tasting and economical beef dishes, here's a tested recipe for pot roast cooked with sour cream. Serve with cooked noodles topped with the gravy.

Beef Prices Come
Down to Earth

(Continued from Page 1)

seasonings (onions, celery, leaves, herbs). Slip a flat rack under the meat and add a small amount of liquid (about ½ cup) such as water, tomato juice or bouillon. Cover and simmer over low heat until meat is very tender, two to three hours. If desired, vegetables may be added about an hour before the meat is done.

Economy Beef Steaks

Steak every Sunday and often during the week can be your motto if you choose from these: Round and blade bone chuck steaks, round and flank steaks.

These steaks should not be broiled like their fancier cousins, the porterhouse, T-bone and club; they should be braised. To braise, follow the directions given for preparing pot roast. Use ¼ to ½ cup liquid and add a little more as it cooks away.

Penny-Wise Stew Meat

A hearty stew is one good answer to big appetites. For rib-sticking goodness, prepare your stew this way:

The Evening Bulletin

WOMEN'S PAGES

Fashions • Food • Beauty • Your Children

24

THURSDAY, APRIL 16, 1953

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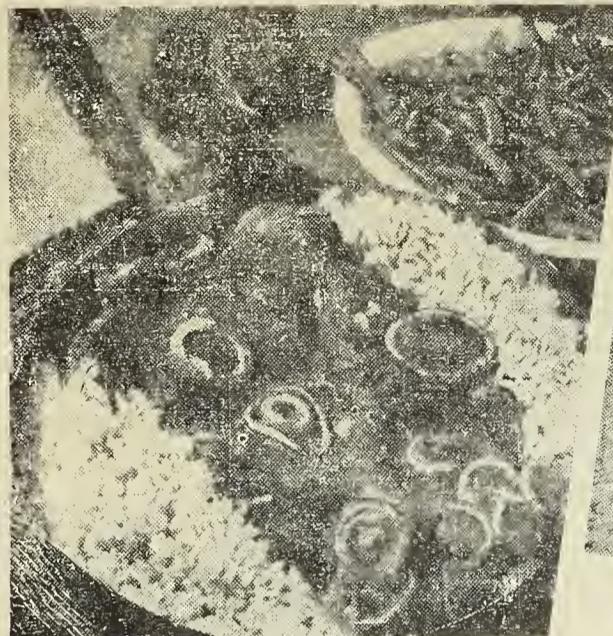
How to Cook Budget-Wise Beef Cuts

By FRANCES BLACKWOOD

IT HAS BEEN 15 years since beef was as plentiful as it is now and many fine recipes for using it have been gathering dust. It won't hurt to review a few here.

One thing we shouldn't forget is that, although 57 million head of cattle . . . the largest number ever reported in the country's history . . . were on farms and ranches at the beginning of this year, no one has yet succeeded in raising even one that is all rib roast, sirloin and filet mignon. These popular cuts are the smallest part of a beef animal, and they still will be the highest priced. The flank, brisket, shin, neck, chuck and other so-called "lower grade" cuts are the best buys, both in dollar value and in nutrients. There are many interesting ways to cook them.

Ground beef, for instance, will put plenty of stretch in your meat dollar. There's more to buying ground beef than a pound and a pound.



SWISS STEAK has so many variations it has national. In Kentucky they cook rice with meat, onions and tomatoes, green beans, well . . .

How to Cook Beef and Save Money

Continued From Page 24

over the rice, spread the last tablespoon of catsup over it, dot it with small bits of margarine, add about a teaspoonful in all. Bake in a moderate (350 F.) oven 40 minutes.

A pound of ground beef can even serve eight if amplified with bread crumbs and amplified know how. The finished result may look like plain hamburg. But no hamburg ever had such flavor. Served with a creamed mushroom sauce, these make as happy a company meal as does fillet.

TABASCO BEEF CUTLETS

(Makes 12 to 14)

1 lb. of ground beef
3 slices (1-in. thick) French
bread
½ teaspoon tabasco
½ cup water
½ cup dry red wine
2 tablespoons minced onion
2 teaspoons salt
½ teaspoon MSG seasoning
generous grinding of
black pepper
fine dry bread crumbs

Have the beef ground and with it have a stick of once ground that is about as long and half again as wide as your ring finger. As soon as you get home from market, cut crust away and put the bread in a mixing bowl. Add the water, wine and tabasco. Let soak about ten minutes, then beat hard to make a mush of it. Don't squeeze out any of the water. Add all the rest of the ingredients except the fine crumbs. Knead and work them together until it all looks like beef. Wet the hands in cold water and shape the mixture into round cakes about ¼ inch thick. Make them flat on top and bottom. Dust each side with the crumbs and stack them 3 deep with wax paper between. Wrap in wax paper and chill for several hours. When ready to serve, fry each side brown quickly in a skillet greased with olive oil. When all are done, add a little water to the brownness in the pan, heat quickly and pour over the cutlets.



THREE-LAYER MEAT LOAF, the two layers, turns one pound dish to serve six. Mushrooms?

Then, adding it a little at a time, pound the flour into each slice. The edge of a heavy saucer, do the pounding-in if you have a steak hammer. Let the oven simmer in the drippings. Move them. Brown meat on both sides slowly in the same pan. Return onions and add hot water enough to half cover the meat.

Cover the pan with a tight lid. Set it in a 325 F. oven and bake 2 hours. Then add tomatoes and uncooked Brussels sprouts, cooked

cattle have dropped about 30 per cent in the last year. This drop has spurred consumption.

Let's Eat :-

She's baffled by broiling beef.

Maybe others are likewise baffled, so here are some general rules as suggested by the United States Department of Agriculture.

The steak should be from one to two inches thick.

Edges of the meat should be slashed to prevent curling.

Broiler should be preheated for five or 10 minutes and rack should be lightly greased.

The steak should be placed two to three inches below the source of heat, or three inches if the steak is to be well done.

SWISS STEAK WITH RICE

(Serves 6)
1 ½ lb. chuck cut 2 in.

12-C MIAMI DAILY NEWS, Thursday, April 2, 1953

35



THIS TEMPTING PLATTER OF STEW costs far less today than it did a year ago as a result of the recent decline in beef prices. While prices are down, plan to include beef as often as possible in your menus, and store it away in your freezers. Delicious stew beef combined with vegetables is your best bet for a low cost meal.

No Need To Beef, Folks, There's Plenty Of Meat

By MARY CRUM
Miami Daily News Food Editor

Beef is plentiful. That's good news to millions of American homemakers. It means they can afford to include beef on their menus more often nowadays. And for the lucky women who own home freezers, now is the time to put in a

But with the largest number of cattle in history now on our farms, we are not likely to run short of beef in the next year or two, under normal conditions.

It takes from two to three years to raise and fatten a beef animal for market. Cattle that are put in the feedlots and given concentrated ration, are the ones that furnish our high grade cuts of beef. They make up a large percentage of the numbers coming to the market now. Grass fed cattle provide most of the lower grade cuts. There is an ample supply of all grades of beef on the market at this time.

WHETHER IT'S the lower priced or the more expensive cuts that people want, they will be able to find them in retail markets today, and at prices considerably below what they paid a year ago. The greatest drop in prices has come in the lower-cost cuts,

which make them a particularly economical buy. These cuts are just as nutritious as the higher priced roasts and steaks; the principal difference is that they are usually not as tender. That means the methods of cooking must be varied from the methods used for higher priced meats.

Here is a recipe for using stew beef which is one of the lower cost cuts.

BEEF STEW

1½ pounds boneless beef
stew
¼ cup flour
Salt and pepper
3 tablespoons lard or
drippings
Water
6 medium potatoes
6 small whole carrots
1 pound fresh or 1 12-ounce package frozen Brussels sprouts, cooked
Dredge meat with seasoned flour and brown slowly in lard or drippings. Add only enough water to cover. Cover closely and cook slowly for 1½ hours. Add potatoes and carrots.

It is best to leave the oven door open while broiling. The steak is to be turned once while cooking. Stick the fork in the fat, not the lean, when turning. Turn when top side is well browned and season the top before turning.

A one-inch rare steak calls for about 10 minutes broiling; medium about 15 and well done from 20 to 25 minutes.

A one and one-half inch steak rare calls for about 15 minutes; medium about 20 and well done 25 to 30 minutes.

A two-inch thick steak rare calls for about 25 minutes; me-

By Ruth Thompson

diuum about 35 and well done 45 to 50 minutes.

Temperature of oven? They say in order to hold in the juices and retain the flavor one should not use a high temperature.

The best broiling temperature is said to be 350 degrees.

♦ ♦ ♦ ♦

-THE SAN FRANCISCO NEWS-

-Friday, April 10, 1953

Any Cut, Steak Can Be Appetizing

By IDA BAILEY ALLEN

"WITH STEAK at a reasonable price, almost any family can afford to have it in some form," observed the Chef. "Whether it is porterhouse, sirloin, round or chuck, steak can be made tender and appetizing."

If it is not a so-called 'choice cut,' brush with a commercial tenderizer before cooking. When done, dot the steak with a little butter or margarine and keep hot in the oven until it melts, or pour over a little melted butter or margarine.

"Now I must give some advice to the ladies, with your permission, Madame. Carve steak tenderly across the grain in half-inch slices, three or four to a portion. Do not cut it in big chunks. Place it on heated plates, spoon over a little pan gravy, add a wedge of tomato or lemon and a big popped Idaho potato. Your family will call you le Grand Chef."

"As to that question whether a steak should be seasoned before cooking—the answer is 'yes.' Dust with one teaspoon salt, one-quarter teaspoon pepper and one-half teaspoon monosodium glutamate to the pound."

TOMORROW'S DINNER

Tomato Soup
Steak of Your Choice
Popped Idaho
Chives String Beans
Strawberry Toast Cake
Coffee Tea Milk

BROILED SIRLOIN STEAK

Slash the fat edge of sirloin steak in several places so the meat will lie flat. Season and place on an oiled preheated broiler 3 in. from the heat; broil 3 min., or until well-browned. Then turn and broil until brown on the second side. Reduce the heat and broil altogether 10-12 min. for rare steak 1-inch thick, and 20 min. for a steak 1½ to 2 inches thick.

BROILED ROUND STEAK: Tenderize the steak as described; broil as just described, season and allow 30 min. for a "medium well-done" steak cut 2 in. thick.

MINUTE STEAK: Use fresh sirloin sliced ¼-in. thick, or any of the thin frozen steaks. It is not necessary to thaw them. Season the meat as described. Heat enough butter or margarine in a heavy skillet barely to cover the bottom. Put in the steak and fast-brown it. Add a few drops of Worcestershire sauce, or dust with onion salt. Then turn to brown the other side. Allow 3 to 5 min. according to thickness. Serve on toasted bread or buns moistened with pan gravy.

STRAWBERRY TOAST CAKE

This may be made at the table. For each person, prepare 2 slices enriched bread toast, spread generously with butter or margarine. Put together and top with sliced sugared fresh strawberries, or with almost-thawed frozen strawberries. Garnish with whipped cream or any whipped topping; serve at once.

TRICK OF THE CHEF

Whenever steak or other meats need turning, use tongs. Sticking with a fork causes juices to escape.

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*How to Shop for Beef and Save***U.S. Government Grade Stamping Is Explained**

For the first time in 15 years, beef appears on plentiful food lists compiled by the U.S. Department of Agriculture.

Relatively low retail prices lure housewives to buy beef in response to their husbands' demand for steak and roast beef.

But there is beef and beef, steak and steak. Just because a porterhouse steak is tagged at 95 cents a pound does not necessarily mean that, broiled, even the tenderloin portion tastes good. The wife may have to braise it before it is good. The porterhouse that goes for \$1.29 a pound may prove to be a better value in the long run.

The fact that beef is stamped in purple indicating that it has received the approval of the U.S. government does not mean that it will be tender. This stamp merely indicates conformation, finish and quality.

What Stamp Means

Conformation means general body proportions and ratio of meat to bone; finish, the amount, character and distribution of fat; quality, the texture and color of lean, amount and distribution of fat, color and character of bones.

All of which adds up to whether the housewife actually gets what she thinks she is buying.

The government grades beef as prime, choice, good, commercial and utility.

Prime beef, top quality and price, comes from young, well-fed, beef-type cattle. It is lean, bright red, firm-textured and liberally marbled with fat.

Choice beef is used for cuts with less fat than prime. It rates high in eating quality and more of it is found on the meat counter than any other grade.

What 'Good' Means

Good beef has a higher ratio of lean to fat than do prime and choice. It is not as juicy as the higher grades but relatively tender.

Commercial beef is mostly from older animals and lacks the tenderness of the higher grades. The cuts from younger animals have a very thin covering of fat and practically no marbling. They are moderately tender.

Utility beef is usually from older animals. The cuts lack tenderness and juiciness.

Some, if not most, beef cuts do not show the grade ranking, as clerks will tell the purchaser they are prepared in pieces small as compared to the side or quarter. So it is wise for the housewife to learn to recognize the quality of the beef she buys from its general appearance. Reliable meat clerks will tell the purchaser the grade of beef she is buying, if the grade marking does not appear on the piece. If the clerk doesn't say



A TENDENCY TO BE SUSPICIOUS of low-priced beef has been observed among housewives. Although many markets have featured recently frozen beef at bargain prices varying from 33 cents to 49 cents a pound,

many housewives ask "What's the matter with it," and move on along the counter to where the more expensive cuts and grades of beef are displayed.

—Staff Photo by Winfield L. Parks Jr.

what the grade is, and if the purchaser does not know herself, she will just have to learn from experience. Insistent questioning of the clerks, however, may produce results.

"The most economical cuts are those which provide the most nutritive value for the money spent," the U.S. Department of Agriculture points out. "Lean cuts are highest in protein, while cuts with considerable fat are highest in food energy, provided the fat is eaten."

"The beef dollar can be stretched even further very often by buying a large cut at a lower price per

pound, and then divided for cooking by different methods. A chuck arm roast can be used in three ways: the rounded, boneless end for beef stew; the center chunk with round bone for pot roast, and the remaining piece sliced lengthwise into two Swiss steaks.

Cook Beef Cuts The Right Way

Whether for a rib roast or beef pressure cooker, following manufacturer's directions as to time and pressure periods for a "soupy stew." Add coffee at end of cooking period, after reducing pressure and removing cover. Blend in and essential.

The succulent rib roast illus-

PAGE 2F Thursday, April 9, 1953
THE SAN FRANCISCO CHRONICLE

Learn to Identify and Prepare Retail Beef Cuts

Broil or pan-fry U. S. Prime grade; braise Choice, Good, Commercial or Utility grades of round steak.

ROUND STEAK

Round (full cut) Oval shape with small round bone. One large section, three smaller ones. Best steak is next to the loin, called "first cut."

Bottom round Part of the round toward the outside.

Top round Part of the round toward the inside.

Round tip Tip end of round steak. Triangular in shape.

Broil or pan-fry U. S. Prime, Choice, and Good grades; braise Commercial and Utility grades of sirloin steak.

Sirloin (full cut) Large steak. Size and shape of bone vary according to location. Starting at round end, sirloins are identified as wedge-bone, round-bone, double-bone and pin-bone sirloins.

Bottom sirloin Less tender than top sirloin. Boneless.

Broil or pan-fry all grades of top sirloin, tenderloin (filet mignon), porterhouse, T-bone, club (Delmonico) and rib steaks.

Top sirloin More tender than bottom sirloin. Boneless.

Tenderloin (Filet Mignon) Tender and boneless.

Porterhouse Largest steak in short loin. Contains largest tenderloin muscle.

T-bone Smaller steak and smaller tenderloin than porterhouse.

Club (Delmonico) Smallest steak in short loin. Little or no tenderloin. Triangular shape.

Rib Contains rib eye and may contain rib bone. Best steaks are from loin end of ribs.

Pan-fry or braise U. S. Prime grade; braise Choice, Good, Commercial, and Utility grades of arm and blade steaks.

Arm Has a round bone and cross sections of 3 to 5 ribs.

Blade Steaks may contain portions of blade and rib bones.

Braise all grades of flank steak.

Flank Thin and oval in shape. Boneless. Muscles run lengthwise. Made more tender by scoring.

Roast U. S. Prime, Choice, Good, and Commercial grades; braise or roast Utility grade of rib roast.

ROASTS

Rib roast High proportion of fat and bone. Standing roasts usually are 10-inch or 7-inch. The latter is called short-cut rib roast. Rolled rib roast is boned, rolled and tied.

Roast or braise U. S. Prime and Choice grades; braise Good, Commercial and Utility grades of rump, blade and arm roasts.

Rump Standing rump roast contains portions of rump and tail bones. Rolled rump roast has bones removed.

Blade (Chuck rib) Contains portions of rib and blade bones.

Arm (Round bone Has round bone. Usually includes cross section of 3 to 5 ribs.

Braise all grades of English, boneless chuck and bottom round roasts.

English (Boston) A rectangular piece cut across 2 or 3 chuck ribs. cut or corner piece

Boneless chuck Portion of chuck with bones removed.

Bottom round Outside section of the round.

Roast U. S. Prime grade; braise Choice, Good, Commercial, and Utility grades of top round and round or sirloin tip roasts.

Top round Inside section of the round.

Round or sirloin tip Triangular shape. Boneless.

Braise a heel of round roast.

Heel of round Boneless, triangular cut from lower part of round. Mostly lean.

Braise or stew short ribs and plate cuts.

Short ribs Cut from ends of ribs. Layers of lean and fat.

Plate Pieces are cut across plate parallel with ribs. Each piece contains part of rib bone and connecting cartilage. Layers of lean and fat. Boneless plate is rolled and tied.

Brisket, shank and neck cuts These cuts should be stewed.



Jane Friendly's FOOD SECTION

Thursday, April 9, 1953 PAGE 1F
THE SAN FRANCISCO CHRONICLE

Beef: A Best Buy

FOR THE FIRST TIME in 15 years, beef has received star billing on the U. S. Department of Agriculture Plentiful Foods List—not only for March, but again for April.

Best of all, beef will continue to be plentiful for many weeks to come.

The greatest benefit to the consumer is in the lower-priced, economy cuts. These cuts are just as nutritious as the higher-priced roasts and steaks. The principal difference is that they usually are not as tender—a situation easily remedied by the proper cooking methods.

But cooking isn't the entire story. With most of the retail markets now offering pre-packaged meat, it is more essential than ever that we know as much as possible about selecting, as well as preparing, the various cuts and qualities of beef. (See chart on page 2F.)

BEEF CONTAINS nutrients needed by people of all ages. It provides good quality protein, important for body building and repair. Lean beef is a valuable source of B vitamins, phosphorus and iron. Even the least expensive cuts contain all these food values. Liver is excellent as a blood builder because of its iron and copper.

Proper beef storage in the home is important. Fresh beef should be stored, loosely covered, in the coldest part of the refrigerator, and should be used within a few days.

Variety meats, such as liver, are especially perishable and should be used within two days. Ground beef should be held only one day unless frozen.

—JANE FRIENDLY.

celebration, the nine-day festivity side in of the "Senor de los Milagros" sugar sy (man of miracles).

Many special services are held with an in the churches of this Catholic rolls. I city at that time, says Senora de Nicholson, and there's a special browned pastry served in every home. It is called "Turron de Dona Pepa," and combines little "logs" of rich pastry with a sugar syrup "honey."

Turron de Dona Pepa

8 cups flour
5 egg yolks
2 cups shortening
1 cup sugar
½ cup water
Orange peel
1 teaspoon anise seed
Multi-colored confits

The secret of this pastry, says Senora de Nicholson, is in the long and careful kneading of the dough. Before starting this, however, mix the 1 cup sugar with ½ cup water

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The Plentiful Foods for April

Beef Tomato Juices Eggs
Fresh Oranges Fresh Grapefruit Fryer Chickens
Processed Grapefruit Milk Cheddar Cheese
Potatoes Butter Milk Buttermilk
Dry Lima Beans Cabbage Cheddar Cheese
Carrots Lettuce Nonfat Dry Milk
Celery Turkey Peanut Butter Edible Fats
Lettuce Lamb Peanuts Peanut Oils
Turkey Domestic Dates Dried Figs Asparagus
Lamb Cauliflower Spinach

Big Beef Supply Elicits Some Recipe Suggestions

Agriculture Dept. Concentrates On Consumption

38

The plentiful supply of beef is the outstanding food news of this season. Markets are full of beef selling at much reduced prices—an abundance which has been gaining increased attention from distributors and consumers and warrants greater emphasis at this time.

In cooperation with livestock producers, slaughterers, meat packers and others in the distributive food trade, the U. S. Department of Agriculture is conducting a special plentiful foods program during the next and tie securely in several places

several weeks to increase the consumption of beef.

Beef supplies are running heavy throughout the country as live stock slaughter continues large.

STUFFED BEEF FLANK STEAK

Flank steak of beef, 1/2 cup chopped celery and leaves, 1 small onion, chopped, 4 tablespoons fat, 1 1/2 cups soft bread crumbs, salt and pepper to taste.

Select a large flank steak or two small ones, not cut or scored. For the stuffing, cook the celery and the onion in 2 tablespoons of the

fat for a few minutes, add the bread crumbs, and season with salt and pepper. Spread the stuffing over the steak. Beginning at one side of the steak, roll it up like a jelly roll, and tie securely in several places with a clean string.

Brown in 2 tablespoons of fat in a heavy frying pan or a

baking pan, on top of the stove. Turn the meat frequently until browned on all sides. Slip a rack under the meat in the pan, cover closely, and cook until tender in a moderate oven (350° F.)—about 1 1/2 hours. Start the carving at the end of the roll and cut across the grain, so that each serving is a round slice with the stuffing in the center.

POT ROAST OF BEEF WITH VEGETABLES

Select a piece of beef weighing 3

to 5 pounds from the chuck, shoulder, rump, or round. Sprinkle the

meat with salt, pepper, and flour,

and tie or skewer into compact shape. Brown in a heavy frying pan or a baking pan, on top of the stove. Turn the meat frequently until browned on all sides. Slip a

rack under the meat in the pan, cover closely, and cook until tender in a moderate oven (350° F.)—about 1 1/2 hours. Start the carving at the end of the roll and cut across the grain, so that each serving is a round slice with the stuffing in the center.

With a close-fitting lid, and cook slowly over a low fire for 2 1/2 to 3 hours or until the meat is tender when pierced with a fork. During the last hour or when the meat is almost tender, add onions, carrots or potatoes. Cook until both meat and vegetables are tender, then remove them to a serving platter and keep hot. Make gravy with the drippings.

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the last hour or when the meat is almost tender, add onions, carrots or potatoes. Cook until both meat and vegetables are tender, then remove them to a serving platter and keep hot. Make gravy with the

drippings.

RAGOUT OF BEEF

Two pounds lean raw beef, salt

and pepper, flour, fat, 1 onion chop-

ped, 1 green pepper, chopped, 1 cup

chopped celery and leaves, 2 table-

spoons chopped parsley, paprika.

Select lean beef from round,

chuck, flank, shank, neck or bris-

ket. Cut in inch cubes and sprinkle

with salt, pepper, and flour. Brown

well in 2 to 3 tablespoons of fat, and

while browning add the onion,

green pepper, celery, and parsley.

Sprinkle with paprika, add water to

cover, put on a lid, and cook slowly

for 2 1/2 to 3 hours or until the meat

is tender. If the stew is not thick

enough, mix 1 to 2 tablespoons of

flour to a smooth paste with an

equal quantity of cold water. To the

paste add several spoonfuls of the

stew, then stir the mixture into

the rest of the stew and cook un-

til smooth and thickened. Season to

taste with salt and pepper, adding,

if desired, tomato catsup, or chili

sauce, or grated horseradish.

THE SAN FRANCISCO NEWS Wednesday, April 8, 1953

Beef Plentiful and More Reasonable in Cost

By Ruth Thompson

"Beef, plentiful beef," they sing from coast to coast. And "beef, plentiful beef" is at last selling at reasonable cost (in terms of today's prices). So it is the girls in Uncle Sam's test kitchens in Washington, D. C., went into the kitchen with beef. Later, from behind the doors came these recipes.

So, onto the food desk, in print in The San Francisco News. And from the carrier-delivered paper, into your kitchen come the recipes for you. Note cheaper beef cuts are called for. And longer cooking.

RAGOUT OF BEEF

1 lb. stewing beef, cut in cubes
Salt, pepper, flour
2 to 3 tbsp. fat
1 small onion, chopped
1/4 cup chopped green pepper
3/4 cup chopped celery
2 tbsp. chopped parsley
Paprika
Hot water

Method: Sprinkle beef with salt, pepper and flour. Brown well in the fat in a heavy pan. While meat is browning, add the chopped vegetables. Sprinkle with paprika, add hot water to cover. Cover pan. Cook slowly 2 1/2 to 3 hours.

If gravy is not thick enough, blend one to two tablespoons flour with a little cold water and stir into the stew. Cook three to five minutes. Season to taste with salt and pepper. If additional seasoning is desired.

add catsup, chili sauce or grated horseradish. Serves four.

SWISS STEAK

For swiss steak select about two pounds of beef from the rump, round or chuck, or a slice of veal, cut fairly thick. Season the meat with salt and pepper, sprinkle with flour. Pounding helps to make the meat tender. Cut the steak into individual portions and brown in suet or other fat in a heavy frying pan or kettle. Then add canned or sliced tomatoes, or water to cover. Partly cover with a lid and simmer for 2 to 2 1/2 hours or until the meat is tender enough to cut with a fork. Serve the gravy over the meat.

With macaroni (as Spanish steak)—Follow the same recipe, using 1 1/2 pounds of meat and a quart of tomatoes as the liquid. Cook one-half pound macaroni in boiling, salted water until tender and drain. Brown one-half cup chopped onion and one large chopped green pepper in fat. Add the macaroni, onion and pepper to the tomato gravy and serve over the meat.

Smothered with onions—if the steak is from the round, rump or chuck, or if it is a flank steak, follow the recipe for swiss steak and add sliced onions during the last half hour of cooking.

If it is a beef porterhouse or sirloin steak, but very lean, brown it on both sides in suet or other fat; then remove from

the pan. Brown sliced onions in the same pan. Put the steak back, cover with the onions, about 15 minutes.

sprinkle with salt and pepper, put on a lid and cook slowly for

PLenty IN MARKET NOW ~~SAN DIEGO~~ UNION

California

Beef Prices at New Low

San Diego Union-Chicago Tribune Dispatch

WASHINGTON, April 1—For

the first time in 15 years, the

Agriculture Department has put

beef on its list of "plentiful foods," a list intended to help farmers dispose of crop surpluses and to let housewives know where the best food buys can be found.

"Record numbers of cattle coming to market have brought beef prices in recent weeks to the lowest point they have been in many years," the department reported.

To prevent cattlemen from suf-

ferring undue losses through this drop in prices, the department announced it "is co-operating with the livestock and meat industry in a program to tell housewives of the plentiful supply of beef available and how they can get the most of their meat dollar."

"With the largest number of cattle in history now on our farms, we are not likely to run short of beef in the next year or two, under normal conditions," the department said, adding:

"It takes from two to three years to raise and fatten a beef animal for market. Cattle that are put in the feedlots and given a concentrated ration are the ones that furnish our higher grade cuts of beef.

"They make up a large percentage of the numbers coming to market now. Grass fed cattle provide most of the lower grade cuts. There is a plenty of all grades of beef on the market now."

The department said the housewife can take her pick now of low priced or the more expensive cuts. Both are available in

Beef Becomes the Moderate-Cost Meat-of-the-Week

NEW YORK POST, THURSDAY, MARCH 26, 1953

The plentiful supply of beef is the good food news of this season. Markets are chock full of beef selling at somewhat reduced prices.

STUFFED BEEF FLANK STEAK

Flank steak of beef
1/2 cup chopped celery and leaves

1 small onion, chopped
4 tablespoons fat

1/2 cups soft bread crumbs

Salt and pepper to taste

Select a large flank steak or

two small ones, not cut or scored.

For the stuffing, cook the celery and the onion in 2 tablespoons of the fat for a few minutes, add the bread crumbs, and season with salt and pepper. Spread the stuffing over the meat.

Brown the meat in a heavy pot; use suet if the meat is very lean. Then slip a low rack under the meat to keep it from sticking to the pot.

Brown in 2 tablespoons of fat in a heavy frying pan or a bak-

ing pan, on top of the stove. Turn the meat frequently until browned on all sides. Slip a rack under the meat in the pan, cover closely, and cook until tender in a moderate oven (350° F.)—about 1 1/2 hours. Start the carving at the end of the roll and cut across the grain, so that each serving is a round slice with the stuffing in the center. Serves 4 or more.

POT ROAST OF BEEF WITH VEGETABLES

Select a piece of beef weighing 3 to 5 pounds from the chuck, shoulder, rump or round.

Sprinkle the meat with salt, pepper and flour and tie or skewer into compact shape.

Brown the meat in a heavy pot; use suet if the meat is very lean. Then slip a low rack under the meat to keep it from sticking to the pot.

Brown in 2 tablespoons of fat in a heavy frying pan or a bak-

Add 1/2 cup of water, cover with a close-fitting lid, and cook slowly over a low fire for 2 1/2 to 3 hours or until the meat is tender when pierced with a fork.

During the last hour or when the meat is almost tender, add onions, carrots or potatoes. Cook until both meat and vegetables are tender, then remove them to a serving platter and keep hot.

Make gravy with drippings. Serves 6.

RAGOUT OF BEEF

2 pounds of lean raw beef

Salt and pepper

Fat

1 onion, chopped

1 green pepper, chopped

1 cup chopped celery and leaves

2 tablespoons chopped parsley

Paprika

Select lean beef from round, chuck, flank, shank, neck or brisket. Cut in inch cubes and sprinkle with salt, pepper and flour. Brown well in 2 to 3 tablespoons of fat, and, while browning, add the onion, green pepper, celery and parsley. Sprinkle with paprika, add water to cover, put on a lid, and cook slowly for 2 1/2 to 3 hours or until the meat is tender when pierced with a fork.

To the paste add several spoonfuls of the stew, then stir the mixture into the rest of the stew and cook until smooth and thickened.

Season to taste with salt and pepper, adding, if desired, tomato catsup or chili sauce or

grated horseradish. Serves 4 to 6.

Louisville
CARRIER-JOURNAL
APRIL 5, 1953
Effort Made Here
To Promote Sale
Of More Beef

Trying to get more beef into consumers' stomachs and less into storage was the purpose of a visit to Louisville during the past week by Tom B. Atkins, of United States Department of Agriculture's Food Distribution Branch, Atlanta.

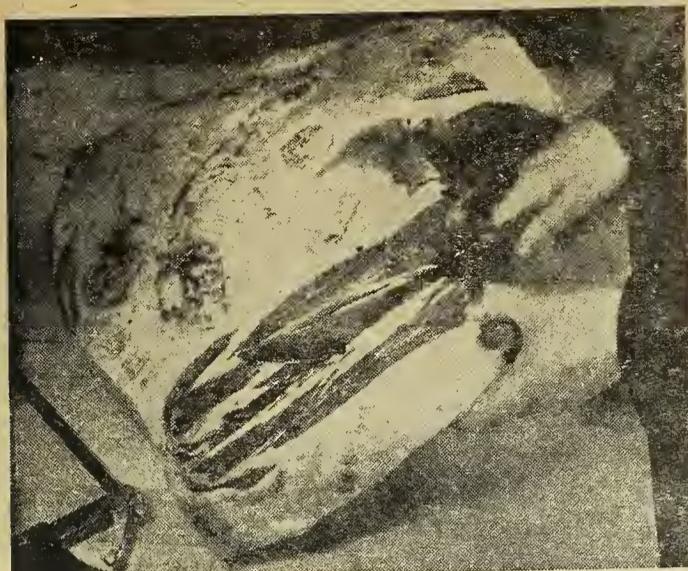
Atkins is working on a program announced recently by the Secretary of Agriculture after a meeting with beef producers, food retailers and farm organizations.

Atkins called on food-store representatives trying to get them to continue to push beef in their advertising and merchandising campaigns.

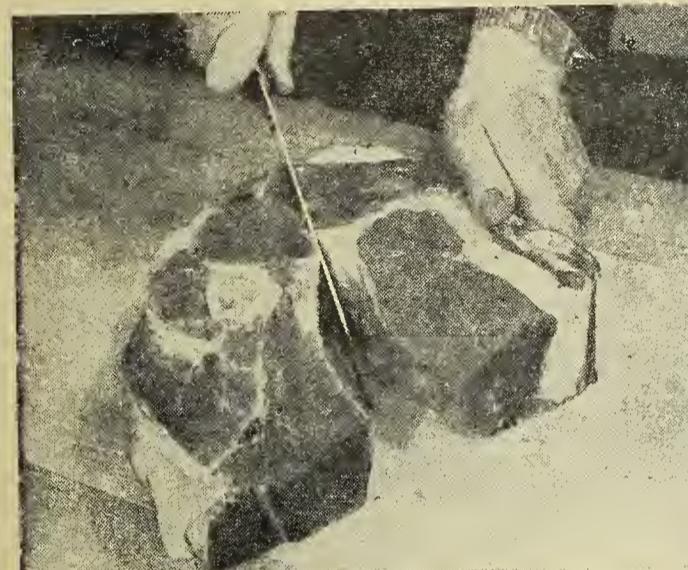
Secretary Ezra T. Benson told effect. He said a check of several newsmen last week that the program already is having some large metropolitan areas disclosed 50 per cent more beef is now being consumed than at this time last year.

How to Make Low Cost Beef Chuck Even Thriftier

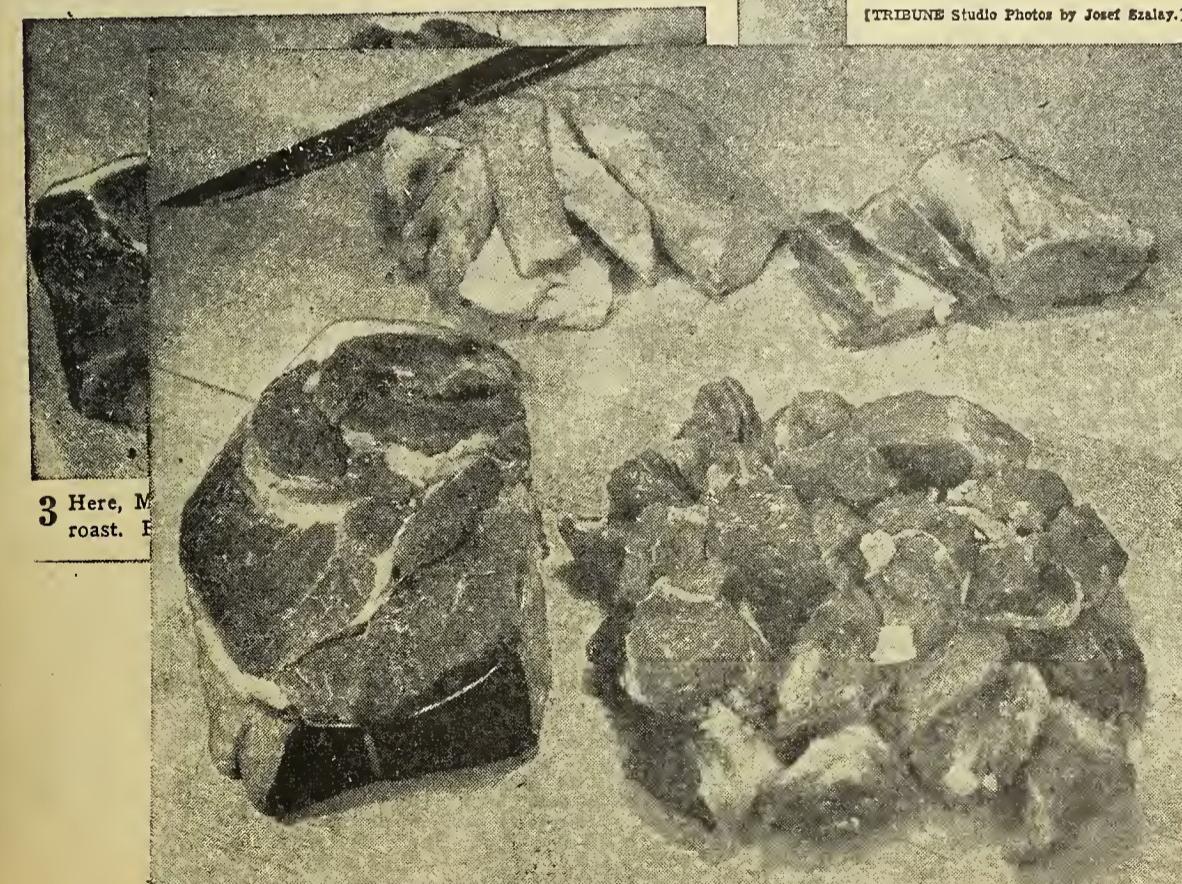
39



1 The blade pot roast, which may contain 4th or 5th rib, is removed here. Some pot roasts contain bone shaped like figure 7, due to ridge running along outer surface.



2 In order to make two meals from one arm pot roast, Mr. Olsen has cut the roast in two.



3 Here, M. Olsen has cut the roast. I

4 From a 5 pound 10 ounce arm pot roast, Mr. Olsen has cut a 2 pound 9 ounce boneless pot roast, 1 pound 14 ounces of stew meat, 10 ounces of bones, and 9 ounces of fat.



Expert Demonstrates With Variety of Cuts

BY MADELINE HOLLAND

BEEF IS PLENTIFUL—more plentiful than it has been in many years. Plentiful beef means lower prices for the homemaker and the greatest drop has been in the lower-cost cuts. These are the cuts that need long, slow cooking with a small amount of liquid. They're not as tender as the higher priced roasts and steaks, but they are just as nutritious.

Bill Olsen, meat specialist for the National Live Stock and Meat board, showed us how to make an economical cut of beef even thriftier. Starting with the wholesale cut known as the beef square cut chuck, he dexterously cut off the English or Boston cut [a rectangular piece cut across 2 or 3 chuck ribs.]

Next, the meat expert cut a thick blade pot roast. [A month ago on these pages, Augie Ring, meat expert with the National Live Stock and Meat board, demonstrated how a blade pot roast could be cut in the home kitchen to make two satisfying meals for a family of four.]

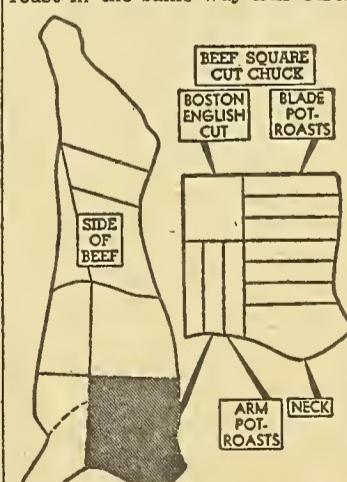
Finally, the arm pot roast was severed from the square cut chuck. This was the cut on which Meat Expert Olsen demonstrated the way to make a thrifty beef pot roast more economical.

Cutting Arm Roast

Starting with an arm pot roast weighing 5 pounds 10 ounces, he split it in two, to make a boneless piece [2 pounds, 9 ounces] for pot roasting, and beef cubes [1 pound, 14 ounces] for stew. He also had 10 ounces of bones [which could be used to prepare stock, in soups] and 9 ounces of fat, which could be rendered and used as cooking fat. [To render the fat, put it in the top of a double boiler, and heat slowly over hot, but not boiling, water until fat is melted. The best results are obtained when it is heated slowly. When fat is thoroughly melted, pour thru double cheesecloth into a jar, cover, and store in refrigerator. Use as cook-

ing fat in gingerbreads, muffins, spice cookies, and other highly spiced baked products.]

Provided with a sharp knife, the homemaker can cut an arm pot roast in the same way Bill Olsen



The wholesale square cut chuck is from the shoulder. English or Boston cut, arm pot roast, blade pot roast, and boneless neck cuts are made from this wholesale piece.

did, and provide her family with two different meals, each featuring fresh cooked beef, from one piece of meat. In addition, she would have bones for seasoning another stew or soup, and fat to use in her cooking.

The Philadelphia Inquirer Features for WOMEN

40

FRIDAY MORNING, APRIL 10, 1953

MENUS FOR THE WEEK

Plentiful Beef Supply Eases Meal Planning



LOW COST BEEF BOON TO BUDGET

Not only has beef dropped from a luxury item price-wise but it is now listed as a "plentiful food" for the first time in 15 years by the Department of Agriculture. This good news means that we no longer need to stretch a little beef with extenders but can treat the family to low cost cuts of flank, plate or blade during the week and juicy standing ribs of beef on Sunday without upsetting the food budget.

The greatest drop in beef prices

has come in the less tender cuts of beef which are just as nutritious as the higher-priced steaks and roasts. They are delicious and full flavored when braised, stewed or pot-roasted as in Wednesday's menu.

For tenderness as well as fine texture, these lower-cost cuts need longer cooking with added moisture and a cover, but the liquid should be kept to a minimum

Continued on Page 20, Col. 1

20 ade fg

Plentiful Beef Supply Eases Meal Planning

Continued from Page 11

so the nutrients remain in the meat.

SUNDAY DINNER

Standing Ribs of Beef
Browned New Potatoes
Creamed Asparagus
Green Salad
Sundae Smorgasbord

Sundae Smorgasbord

For this dessert, which may be served in the living room, chill a serving platter or dessert bowl, then arrange scoops or slices of assorted ice cream and serve with small bowls of sundae toppings—such as chocolate fudge sauce, or butterscotch, chopped nuts in syrup and preserved pineapple, strawberries and cherries.

TUESDAY DINNER

Cold Sliced Beef
Hashed Brown Potatoes
Savory Kale
Cottage Pudding—Cherry Sauce

Savory Kale

1 1/2 pounds kale
4 slices bacon
Dash pepper
1 medium onion, minced
1/2 teaspoon salt

Wash and trim kale. Dice bacon and fry in a deep saucepan for one minute. Add onion and cook, stirring, until it begins to brown. Add kale and 1/4 cup hot water. Sprinkle with salt and pepper, and toss until wilted. Cover and cook slowly until tender, about 15 minutes. Serve with lemon wedges or sliced hard boiled eggs.

WEDNESDAY DINNER

Bavarian Pot Roast
Noodles
Buttered Whole Carrots
Head Lettuce—French Dressing
Fresh Fruit Cup—Cookies

Bavarian Pot Roast

3 to 4 pound blade pot-roast
2 tablespoons flour
2 teaspoons salt
1/4 teaspoon pepper
2 tablespoons lard or drippings
1 medium-sized onion, quartered
1 bay leaf
1/2 teaspoon caraway seed
2 tablespoons vinegar
1/4 cup water
1 8-ounce package egg noodles, cooked
1 cup cooked peas

Dredge pot roast with seasoned flour and brown in lard or drippings. Add remaining ingredients, cover, and simmer 3 hours or until tender. Thicken drippings for gravy. Serve on bed of noodles which have been cooked in boiling salted water. Garnish with hot cooked peas. 6 to 8 servings.

P.14 Try Beef Sandwiches Of Open-Face Sort

For 8 beef sandwiches, these of the open-face variety, combine one c. (1/2 pound) ground beef, 1/2 c. milk, 1/2 tsp. minced onion, 1/2 tsp. salt, 1/4 tsp. pepper. Spread 3 tbsp. meat mixture on each of 8 slices of toast. Toast on an ungreased cookie sheet under a preheated (400 degrees F.) broiler for 10 minutes. Serve immediately.

P.21 Beef and Gravy

Served in Rice

One can of beef gravy and a cup of cubed cooked beef can be turned into a full-sized dinner when you serve it in a rice ring. To prepare the beef, first brown 1 1/2 cups coarsely chopped celery and 1/4 cup minced onion in 2 tablespoons shortening; stir in the can of gravy (1 1/4 cups) and 1 cup of cubed cooked beef. Season mixture with 1 teaspoon prepared mustard and 1 teaspoon Worcestershire sauce, 1/4 teaspoon salt, and dash of pepper.

Simmer this slowly, about 20 minutes, until vegetables are tender. Meanwhile arrange 3 cups of cooked buttered rice in a ring on a platter. Pour meat mixture into center of ring. This is a meal in itself for six. Serve with spiced peaches and hot muffins.

26 THE DENVER POST: Wednesday, April 8, 1953

Plentiful Beef Offers New Menu Possibilities

STAR OF SHOPPING LISTS

Popular Prices Call Attention to Beef

By HELEN MESSINGER.
Denver Post Woman's Director.

Plentiful beef currently is being offered at attractive prices which means that beef hungry families will be able to have their favorite meat often without depleting their food budgets.

Record numbers of cattle are making the trip to market and with the largest number of cattle in history now on farms, there is not likely to be a shortage of beef in the next year or two under normal conditions, according to the U. S. department of agriculture. Now is the time for homemakers to take advantage of the situation and to feature beef frequently while prices are relatively low.

Pot roast and Swiss steak are favorite economy cuts which



Helen Messenger.

BAVARIAN (BLADE) POT ROAST
3- to 4-pound blade pot roast.
2 tablespoons flour.
2 teaspoons salt.
1/4 teaspoon pepper.
2 tablespoons lard or drippings.
1 medium-sized onion, quartered.
1 bay leaf.
1/2 teaspoon caraway seed.
2 tablespoons vinegar.
1/4 cup water.
1 8-ounce package egg noodles, boiled.
1 cup cooked peas.

Dredge pot roast with seasoned flour and brown on both sides in lard or drippings. Add remaining ingredients except noodles and peas. Cover and simmer for about three hours or until tender, adding a little more water, if necessary. Thicken drippings for gravy. Serve on a bed of hot noodles. Garnish with hot cooked peas. Serves six to eight.

SWISS STEAK WITH RICE.
Tested at Opportunity School.
2 pounds round steak, 2 inches thick.
Salt and pepper to taste.
1/2 cup flour.
1/4 cup drippings or shortening.
6 onions, sliced.
1 cup uncooked rice.
2 cups tomatoes.

Season meat with salt and pepper. Dredge both sides with flour and pound thoroughly until flour is used up. Lightly brown onions in

drippings or shortening in a deep oven (325 degrees Fahrenheit) and skillet, or Dutch oven. Remove onions from pan. Add meat and brown thoroughly on both sides. Uncover and add uncooked rice and tomatoes. Continue baking until meat and rice are tender, about forty-five minutes to one hour. Serve with green beans. Serves six. Gravy may be made, if desired.

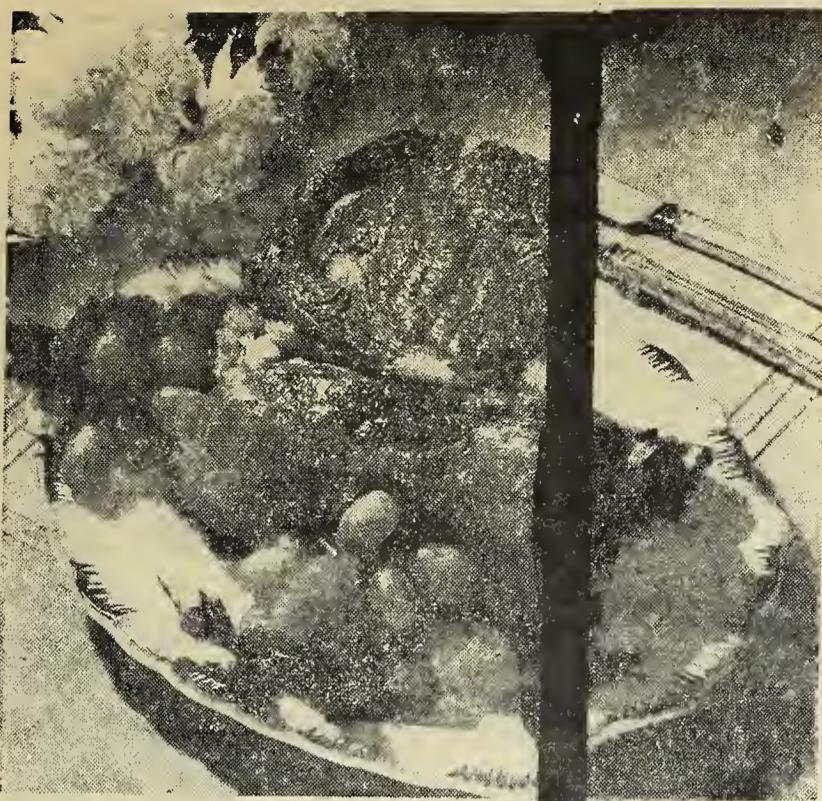
utensil and place in a moderate oven after meat and rice are removed.



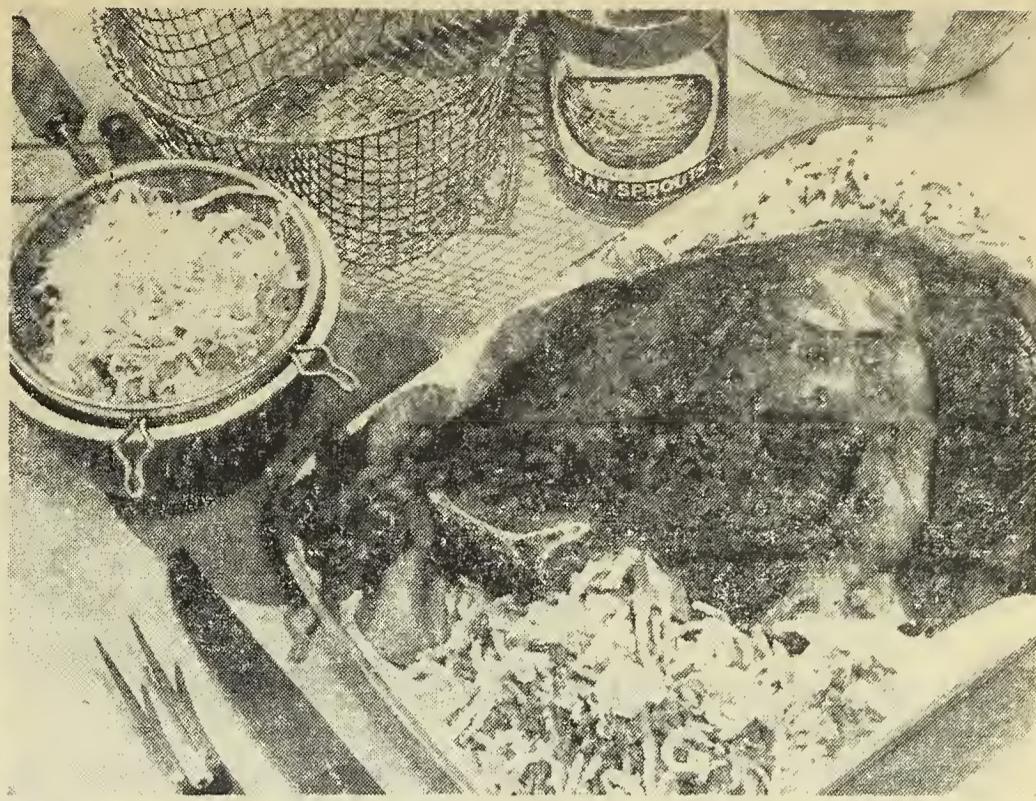
delicious main dish that's

Bavarian pot roast features blade roast braised until fork tender and served ala carte with boiled noodles and peas. A tossed green salad, beverage and light dessert comple-

Ever-popular Swiss steak is served with fluffy rolls as the popular economy cuts which are now being offered.



BEEF RIB ROAST is a thing of beauty, but not long ago it was introduced to the family, it soon becomes a thing of the past. Beef now, is on the plentiful list and the price is going down.



STEAK WITH SPROUTS make a different dish to set before the family. French fried bean sprouts have the texture of onions, but a delicate flavor. A large can of bean sprouts is inexpensive. You'll find these a good addition to any meat course.

On Plentiful List - - -

Beef Becomes Best Buy

By MARILYN DAHL
Citizen Food Editor

A real plea came this week in the mail. The U. S. Department of Agriculture is actually begging the public to eat more beef.

Reason for the strange appeal is the huge surplus of beef moving to the market, the largest ever.

But before the

hanker in the

of cattle rais-

bought by hotels and restaurants. It contains a wonderful marbling of fat which makes meat tender, but doesn't appeal to the average homemaker because it looks "too fat" in the raw.

Choice is the next grade and is best grade commonly found in the food store. Good is next. You'll rarely find commercial or utility grades for the ordinary home use.

For that elegant beef cut, rib roast of beef, use an oven temperature of 325 degrees F. or lower. Add no water and do not cover roast. Rare or medium well-done roast is juicier and more flavorful than meat cooked well-done. With a meat thermometer, an internal temperature of 140 to 160 degrees F. is perfect.

Without a thermometer, follow time and weight chart in your regular cook book.

GOOD BEEF steaks and roasts turn into delicious eating without much help from the cook. Keeping temperatures low is the chief rule.

But if you'd like some different accompaniments for your beef dinners, here are two ideas. French fried bean sprouts are a good substitute for French fried onions with steaks. They are inexpensive and good eating.

With beef stew, try tomato dumplings. Stew meat will probably be the cheapest buy of the week.

FRIED BEAN SPROUTS

One-half cup flour, $\frac{1}{2}$ teaspoon pepper, 1 No. 2 can bean

sprouts, drained, and $\frac{1}{2}$ cup milk.

Mix flour, salt and pepper together. Dip bean sprouts in milk and then dredge in seasoned flour, a few at a time. Fry in deep, hot fat (380 degrees F.) for 2 to 4 minutes, until light brown. Drain on absorbent paper. Makes 6 servings.

BEEF STEW

One and one-half pounds beef for stew, 3 tablespoons fat, $1\frac{1}{2}$ teaspoons salt, pepper, 3 cups water, 6 medium carrots, 6 medium white onions, 6 potatoes, 2 tablespoons chopped parsley and paprika.

Have meat cut in 2-inch pieces. Brown slowly in fat. Season. Add water, cover and simmer gently until meat is tender, about $2\frac{1}{2}$ hours. About 45 minutes before serving, drop Tomato Dumplings on top of meat and vegetables. Cover and cook 12 minutes without removing cover. Put stew on hot platter, arranging vegetables and dumplings around meat. Thicken gravy. Serve separately. Serves 4 to 6.

TOMATO DUMPLINGS

One and one-half cups flour, 1 teaspoon salt, 1 tablespoon baking powder, 1 egg, beaten, $\frac{1}{2}$ teaspoon fat, melted; and $\frac{1}{2}$ cup tomato juice.

Sift together flour, salt and baking powder. Combine egg, melted fat, and tomato juice. Combine mixture with dry ingredients, stirring only until flour disappears. Drop into stew. Sprinkle with paprika on serving platter.

BOSTON DAILY RECORD, MONDAY, APRIL 6, 1953

Beef Plentiful and Attractively Priced

By MARTHA LEE

No need to "beef" about beef nowadays. It's plentiful and attractively priced, which means New England homemakers can afford to include beef on their menus more often. Record numbers of cattle coming to market have brought beef prices in recent weeks to the lowest point they've been in many years.

All cuts are available, from the lower-priced to the more expensive ones. The greatest drop in prices has come in the lower-cost cuts, which makes them a particularly thrifty selection. And, they are just as nutritious as the higher-priced roasts and steaks.

Today and tomorrow, we'll list stand-by recipes for real grand eating predicated on beef, protein's yard stick. Nothing like beef, now, is there?

POT ROAST OF BEEF

Select 4 to 5 lbs. of beef . . . chuck, rump, or round. Rub meat with salt, pepper and flour, and brown on all sides in a little hot fat in deep heavy pan with cover. Slip a low rack under meat to keep it from sticking to pan. Add $\frac{1}{2}$ cup water; cover pan closely. Cook slowly over low heat until done, about 3 hours. Add more water as needed. During last half hour, cook vegetables with meat . . . quartered potatoes, onions, and whole carrots. Make gravy with liquid.

MENU SUGGESTION: Serve with the vegetables, lettuce wedges, and peach or other fruit shortcake.

BRAISED STEAK WITH ONIONS

$\frac{3}{4}$ to 1 lb. beef, rump or round, cut 1-inch thick; salt, pepper and flour; fat; water; 1 or 2 large onions, sliced.

Season meat with salt and pepper, and sprinkle with flour. Pound on both sides with the

back edge of a large knife or the edge of a heavy saucer to help meat tender. Cut meat stamped in into serving pieces and brown in fat. Prime is a little fat in a fry pan. Add this usually is water to $\frac{1}{2}$ -inch depth, cover pan, and cook slowly about 2 hours or until meat is very tender, adding onions during last half hour. TO SERVE: Place steak on a hot platter and cover with the onions. Make gravy with drippings. 4 servings.

MENU SUGGESTION: Serve with baked potatoes, green salad and stewed prunes or other fruit and cookies.

THE ATLANTA CONSTITUTION, Friday, March 27, 1953 •

Plan Meals Around Plentiful Beef Supply

Beef is the news in food this week. The abundant supplies and lower prices have earned for it the top spot on the plentiful foods list for April. Beef, therefore, is termed one of the best meat buys of the week and can take the role of the main dish in your menus.

Best Buys

(The following information is compiled by the U. S. Department of Agriculture's Production and Marketing Administration's Southwest area food distribution branch. "Best Buys" are based on comparative abundance and the food value received for each dollar expended in the Dallas market area.)

Beef is in the spotlight as a simmer, covered until vegetables plentiful food—the first time in are done. Stir occasionally. the history of the plentiful foods program. Cattle are coming to have from 3 to 5 pounds of beef. market in record amounts. Sup- After seasoning it with salt and plies of fresh beef at retail are pepper, lay pieces of suet, salt mounting.

If you've bought beef lately, meat on a roasting rack in a probably the best news you had roasting pan, cover closely to was that price tags weren't as hold in steam and cook until ten- large as they've been. In fact, der in a moderately hot oven—beef prices are the lowest since the war because supplies are plentiful.

They're so plentiful that the meat industry has asked the USDA to help in a nationwide campaign to get all of us to eat more beef.

There are several reasons why beef is among our plentiful foods. First, farmers and ranchers have been producing more cattle. However, in recent months they've had to sell many more than normal because of the prolonged and extreme drouth. Naturally, this has caused supplies to build up in retail food counters.

Now we are asked to take advantage of this plentiful food and get it back on the table more often.

Many homemakers may have difficulty in dispelling the idea that beef is a luxury item because it's been a long time since beef has been as cheap as it is now.

It's good news to know that beef doesn't have to be of the most expensive cuts to make a delicious dish. The cheaper cuts, if you have fluffy riced potatoes, rice or noodles with the steaks.

You'll get additional servings when prepared right, are just as full of food value and every bit as tasty as the higher priced steaks and roasts.

These purchases can help you stretch your food dollar. And by der, then drain. Brown $\frac{1}{2}$ cup economical practices, you can make that dollar go even further. For instance, if you have enough space for it, you may per to the tomato gravy and find it economical to buy a large cut at a lower price per pound and divide it for cooking in different ways.

A chuck arm roast is a good example. For one meal, the rounded boneless end is excellent for a stew. Use the center chunk with round bone for a pot roast. The remaining piece sliced lengthwise makes two Swiss steaks.

An 8 or 9-pound roast should be sufficient. And you'll find it won't cost much, if any, more than a smaller, more expensive roast did several months ago.

Here's a recipe for brown beef stew which uses the rounded boneless end of the roast. It's been tested by USDA's Bureau of Human Nutrition and Home Economics.

You will need 1 pound of stewing beef, salt and pepper; drippings; $1\frac{1}{2}$ cups water, 3 diced potatoes, 2 sliced onions, 3 diced carrots and 1 cup green beans.

Cut meat into inch cubes. Sprinkle with salt and pepper, roll in flour and brown in drippings. Add water, cover and simmer until almost tender—2 to 3 hours.

Add vegetables, season with salt and pepper and continue to

Best Buys

(The following information is compiled by the U. S. Department of Agriculture's Production and Marketing Administration's Southwest area food distribution branch. "Best Buys" are based on comparative abundance and the food value received for each dollar expended in the Dallas market area.)

Beef is taking a shorter cut continue to sell in almost record from the grass range to the quantities.

kitchen range. Supplies under Production under federal inspection are mounting. But holdings in cold storage are climbed to 168,000,000 pounds, not much different to what they were a year ago.

This means larger quantities than a year ago, came from markets as farmers and ranchers

of veal were federally inspected, bringing beef and veal production to about 180,000,000 pounds for 1 week.

On the other hand, cold storage holdings at 254,000,000 pounds are about unchanged from a year ago.

There is another change taking place in the beef picture—price. At mid-March last year, the average on-the-hoof price for grown cattle was \$30.56 per hundred-weight. This mid-March, the average had dropped to \$19.84.

Larger supplies plus lower prices give homemakers an opportunity to keep red meat on the table more often . . . in the form of steaks, roasts and stews.

Also with imagination and a spirit of adventure, they can bring ground meat to the table in tasty, economical dishes. Among the best cuts for grinding are lower round, fore part of the chuck and lean sections of brisket.

When broiled or fried, a pound of ground meat "as is" makes enough hamberger steak or meat patties for four servings. But it goes much further and into better textured dishes when combined with other ingredients.

For instance, it goes into a meat loaf or meat balls combined with rice, bread, cracker crumbs or oatmeal. It is a delicious casserole dish combined with rice, noodles, spaghetti or macaroni, and white sauce, tomato sauce or cheese sauce. It is equally as inviting when served in Spanish rice, chili con carne, spaghetti dishes or soups.

Scotch Meat Patties

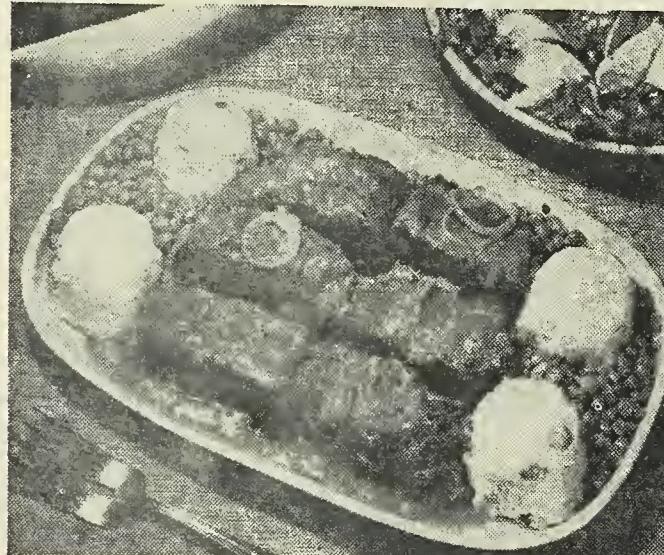
Here's a recipe from USDA's Bureau of Human Nutrition and Home Economics which features ground beef. It is called Scotch meat patties.

This recipe calls for $\frac{3}{4}$ pound ground beef, $\frac{1}{3}$ cup milk, $\frac{3}{4}$ cup quick-cooking oats, salt and pepper, 2 tablespoons fat, 1 cup water, $\frac{1}{4}$ cup chopped celery, $\frac{1}{4}$ cup chopped green pepper, $\frac{1}{4}$ cup chopped onion, $\frac{1}{4}$ teaspoon Worcestershire sauce, if desired, and 1 tablespoon flour.

Combine meat, milk, oats, 1 teaspoon salt, pepper. Make very thin patties; brown on both sides in fat in frying pan. Add water

with
and
low
cold

★ MARCH 26, 1953 THE DAILY TIMES HERALD, DALLAS



INDIVIDUAL POT ROASTS, savory and delicious in their own rich tomato gravy, are certain to win the hearty approval of the family. Long, gentle cooking transforms beef chuck, a less tender piece of beef, into a juicy treat that the cook will wish to serve often.

Pot Roast of Beef Is Ideal Dinner Fare

Now is the time to treat the family often to their favorite beef dishes. Beef is in excellent supply this spring and this is an excellent time, then, to really stretch the food dollar and capitalize on the less tender cuts of meat.

Among these cuts are the chuck, heel of round, rump and stewing beef. Braising or slow moist cooking can transform these meats into fork-tender, juicy and delicious dishes for hearty good eating.

Fine-flavored pot roast is always a favorite where hearty appetites are concerned, and offers one of the most popular ways of serving these cuts of beef.

Round bone or arm chuck, the sauces with your roast. Mush- rump, or boneless sirloin tip room soup, or a lemon barbecue

Individual Pot Roasts

(Yield: 6 servings)

Two pounds beef chuck, salt and pepper, flour, 2 tablespoons fat, 1 small onion, sliced; $\frac{1}{4}$ cup water, 2 tablespoons flour, 1 cup tomato juice, $\frac{1}{4}$ teaspoon celery salt, $\frac{1}{2}$ teaspoon Worcestershire sauce.

Cut meat into 6 chunky pieces. Season. Dip in flour. Brown in hot fat in a heavy skillet or deep kettle. Add just enough to braise the meat, but not to stew it. For flavorful variations, try different

gravy, remove meat to hot plate and pour off drippings. Skim off fat. Measure 2 tablespoons drippings and return to kettle.

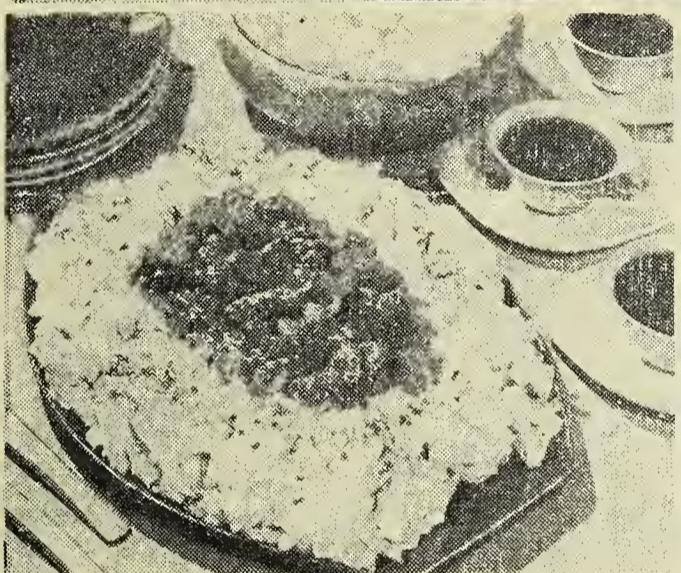
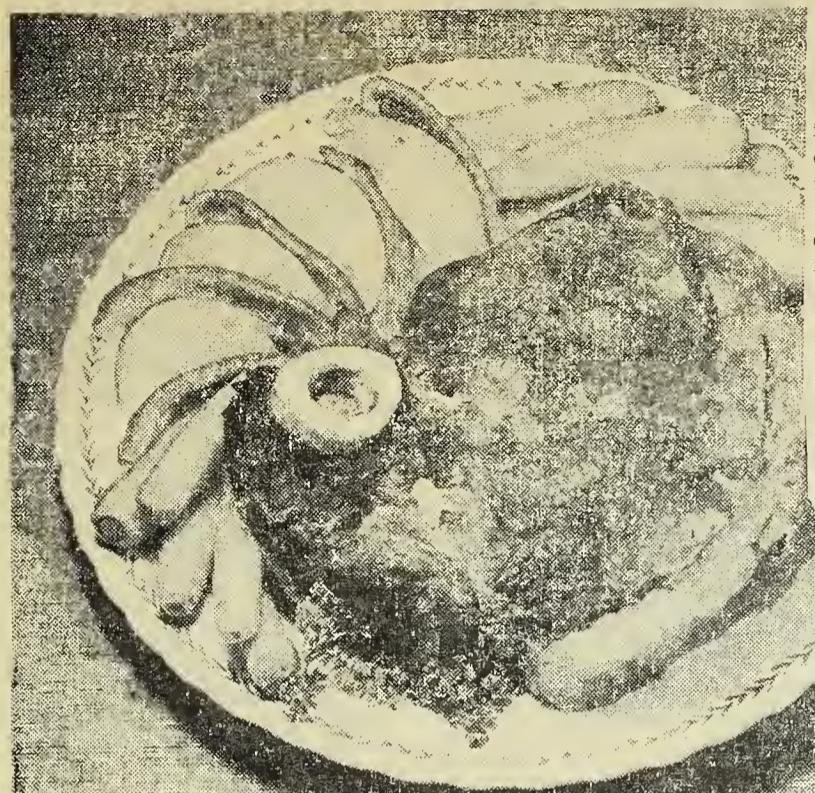
Slowly stir in 2 tablespoons flour and cook about 3 minutes. Slowly add tomato juice, stirring constantly. Add celery salt and Worcestershire sauce. Simmer a few minutes to cook thoroughly. Serve with rice molds and green vegetable.

— — —

very low heat, or in a moderate oven of 350 degrees F. Be careful in adding liquid to the pot roast. Add just enough to braise the meat, but not to stew it. For flavor, try different

liquid, if necessary to avoid cooking dry. To make

A BIG BEEF DINNER



PIPING HOT BEEF BOURGUIGNON
Round steak in a rich brown mocha sauce

PLENTIFUL FOODS FOR MARCH

Beef	Frozen Fish
Turkeys	Butter
Broilers	Cheddar Cheese
Fryers	Notfat Dry
Eggs	Milk Solids
Dry Beans	Cottage Cheese
Cabbage	Buttermilk
Lettuce	Margarine
Celery	Lard
Carrots	Vegetable
Raisins	Shortening
Domestic	Salad Oils
Dried Figs	Nuts
Navel Oranges	Filberts
Fresh and Processed	Almonds
Grapefruit	Peanuts
Honey	Peanut Butter

Pot roast has long been a favorite at our house, and for a couple of very good reasons. One, it practically prepares itself, and two, it pleases the man of the house because it is a "meat and potatoes" meal.

The current lower beef prices widen the range of economical pot roast cuts. Take your choice of chuck, rump, boneless sirloin tip, or (our favorite, again) round steak.

Round steak, as you probably know, is sometimes displayed on meat counters in one large-surfaced cut. You buy either the entire steak, or have it cut into top bottom round, as you desire.

You can get two good meals a 3- to 5-pound round steak, astrated on this page. Choose steak that is red, juicy and marbled with fat. Have the cut it as shown. Use the for your pot roast, and smaller pieces cubed for Bourguignon."

Heat cooking is the ad pot roast. Season, in the round steak add a small thinly bay leaves, and over the kettle.

heat or in a oven for two $\frac{1}{2}$ cup water hours, and ots. green



Melt butter or margarine in a deep frying pan or chicken fryer; add round steak and brown on all sides.

Add garlic and onions; cook until onions are tender, but not brown. Remove meat and onions from the pan. Blend flour with butter or margarine remaining in the kettle.

Add wine, water, seasonings and coffee. Stir until slightly thickened. Return meat and onions to the kettle. Cover, bring to a boil and simmer 1½ hours, or until meat is tender. Serve with parsleyed, buttered broad noodles. Serves 6.

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Let's talk about another family favorite, "Swiss" steak. Swiss steak is round steak that has been seasoned, floured, and cooked slowly in a tasty sauce. The sauce varies with the cook, but we like it with plenty of flavor.

Cut 1½ to 2 pounds round steak into individual servings. Combine 2 tablespoons flour, 1 teaspoon salt and $\frac{1}{2}$ teaspoon pepper. Pound into meat, using a meat pounder or edge of a heavy saucer.

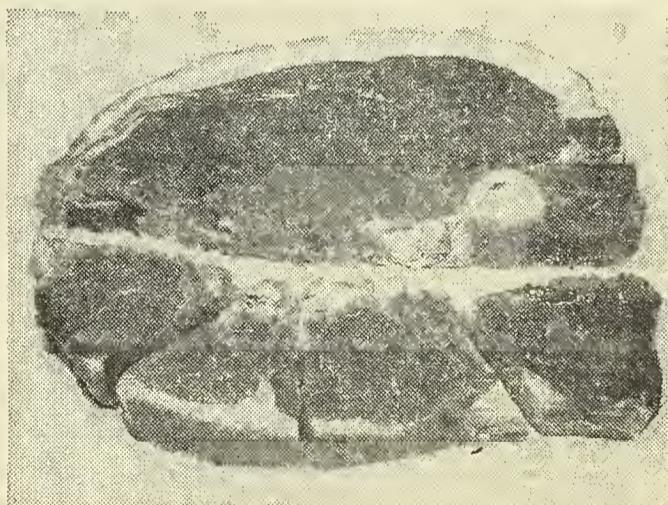
Heat 2 tablespoons fat in a heavy skillet or Dutch oven and brown meat thoroughly on all sides. Top steak with 2 to 3 thinly sliced onions.

Combine 1 teaspoon dry mustard, $\frac{1}{2}$ teaspoon chili powder, 2 teaspoons Worcestershire sauce, and 1 bay leaf with 2 cups canned

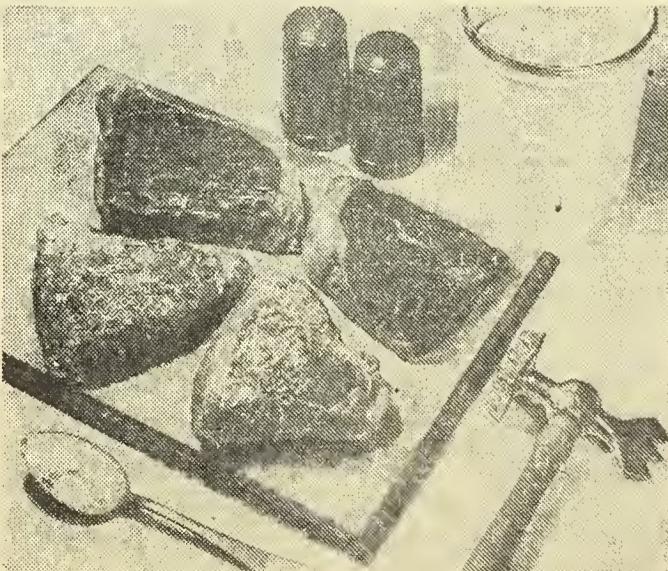
pounds of round steak left over from the pot roast. In that case, half this recipe will be sufficient for the remaining meat.

Beef Bourguignon
4 tablespoons butter or margarine
3 pounds round steak, cut in $\frac{1}{4}$ inch cubes
1 clove garlic, crushed

Thursday, March 12, 1953 PAGE 6P
THE SAN FRANCISCO CHRONICLE



SELECT A 2-INCH POT ROAST
Cut it this way to make two meals



INDIVIDUAL SWISS STEAK SERVINGS
Pound to force seasoned flour into meat

Beef to Be Abundant, Cheap

Meat has caused more consternation to the homemaker than any other food product. One month it's higher than high, then it drops in price so most of us can include it more frequently in the grocery budget.

Well, March is going to be a good beef month, and here's why. Cattle slaughtered under Federal inspection during January totaled 17 per cent more than a year ago. Beef cattle prices were generally about one-fourth lower than in January, 1952, and prices for some grades were down more than one-third. One of the main reasons for the increased supplies of beef is the substantial increase during the past three years in the beef cattle herds, which are now at an all time high.

Your Money's Worth

With beef lower in price you may be buying more beef, or different cuts of beef, than you do ordinarily. Before you buy, know what to expect from each of the five grades of meat.

Beef of the higher grades has a high proportion of meat to bone. The meat is firm, fine-textured and bright red in color. It is well marbled with fat and the bones are red and porous.

You'll note a new U. S. Department of Agriculture stamp on beef. The new stamp, protected by registration with the U. S. Patent Office, replaces the present ribbon-like stamp that includes the grade name only. The new marking is a shield enclosing the letters "USDA" and the grade name. Any unauthorized use of the new stamp is prohibited under law, a protection not previously provided.

The U. S. Department of Agriculture grade gives an indication

of probable tenderness and cooking quality.

Prime: produced from young, well-fed, beef-type cattle. Liberal quantities of fat marbling the lean contributes to a high degree of tenderness, juiciness and flavor. Prime cuts are excellent for roasting and broiling.

Choice: this grade makes up the largest percentage of Federally-graded beef. High quality, less fat than meat of the Prime grade. Roasts and steaks from loin and rib are tender, juicy and flavorful. Best roasted or broiled. Other cuts more suitable for braising or pot roasting.

Good: higher ratio of lean to fat than the Prime and Choice grades. Not as juicy, but relatively tender.

Commercial: mostly from older animals. Cuts lack tenderness of higher grades. Cuts from younger animals of this grade have very thin covering of fat and practically no marbling. Moderately tender.

Utility: primarily from older animals. Cuts lack tenderness and juiciness.

The quantities of New Zealand meat on the market are from the Commercial and Utility grades.

Drop In Beef Costs Makes Economy Dishes Available Now

By Katherine Kitchen

For the first time in about 15 years beef is on the government lists of food plentifuls. This is the best news in foods to reach the homemaker in a long time. Not only is this a food news item, but the truth of this is readily apparent when buying in the local markets. Beef prices have been substantially lower during the last few weeks.

While there has been this general drop in beef prices, it is more evident in the lower cost cuts than in the more choice ones. These lower cost cuts are very good buys. They lack none of the fine food qualities found in all beef. They are high in protein content, the B vitamins and minerals. They do require a certain type of cooking and this is one of the first things to be considered in getting the most out of the meat dollar. Storage of meat in the home is another thing to be considered. Knowing the government grade markings and what they mean is further insurance of good meat.

Braise, Stew

The best method of cooking these less tender cuts is by braising or stewing. This several different means simply in liquid deter-

The importance of proper meat storage in the home is not to be overlooked. Fresh beef cuts should be kept only loosely covered and in the coldest part of the refrigerator. They should be used within a few days. Variety meats such as liver, kidneys, heart and the like are more perishable and should be cooked within two days. Ground beef, one of the most popular of all beef purchases, should be kept for only one day unless it is completely frozen.

The government grade stamps on meat should be familiar to every homemaker. These are Prime, Choice, Good, Commercial and Utility, with prime cuts reserved in most cases for higher priced restaurants. The utility grade is that preferred by commercial companies, with the three center grades those commonly used for them. Knowing these grades and what they mean is insurance of good meat.

WITHIN PRICE RANGE — Few cooks ever feel they have enough beef recipes when beef is plentiful and within price range. Today's

—THE FRESNO BEE

Sunday, April 12, 1953

DU QUOIN (ILL.) EVENING CALL



44

Saturday, March 7, 1953.

Beef on List of 'Plentiful Foods' For First Time

By OLGA CURTIS
International News Service Staff Correspondent

New York, March 7 — (INS) — For the first time since the Department of Agriculture started putting out a "plentiful foods" list each month, beef is being listed as a good buy for March.

Steaks and hamburgers alike are more abundant than usual on the markets this month—and that means they're cheaper, too.

To take advantage of lower beef prices, you should know how to judge grade. The USDA meat grading stamps no longer are compulsory since price controls went off. But here are the marks used, and the qualities on which the government judges beef:

USDA Prime — The highest

B-10

THE FLORIDA JOURNAL—Thursday, March 12, 1953



GOOD MEAT BUY FOR MARCH

Here's How To Judge Beef Grades

By OLGA CURTIS
INS News Service Correspondent

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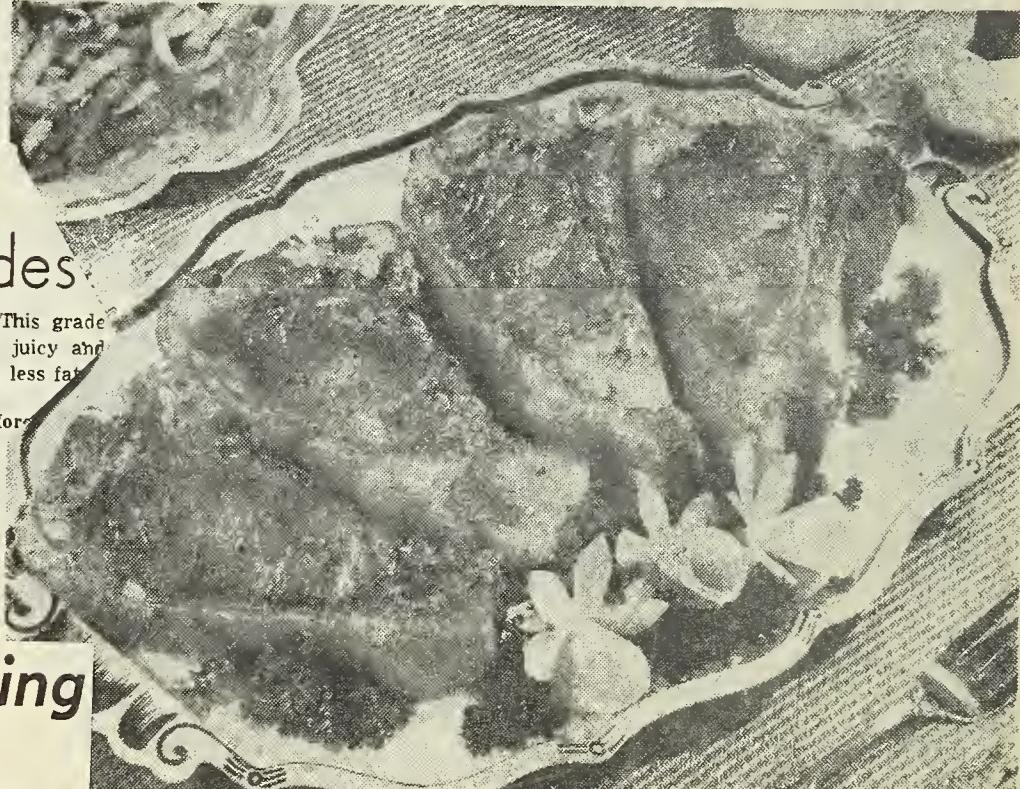
controls went off. But here are the marks used, and the qualities on which the government judges beef:

USDA CHOICE — This grade beef looks as tender, juicy and red as prime, but has less fat.

USDA good — More than fat in this beef looks tender but not as prime or choice.

USDA fair — Comes from cattle and less

PAGE 20—PITTSBURGH POST-GAZETTE: APRIL 17, 1953



Beef Is Back (In Price)

prime — the highest grade beef, with bright red color and marbled with

Check These Buying, Roasting Tips for Lower-Priced Beef

It's a happy day when we can say that beef is plentiful and reasonable and one of the homemaker's very good buys on the market. And today is just such a day!

Beef supplies are at an all-time high right now, and prices are down about $\frac{1}{4}$ from a year ago, and for some grades they are down a third.

With so much beef on the market, it's important that the consumers of the country cooperate in using it up. To bring the situation closer to home, it was reported in 1951 that the cash receipts from the sale of cattle and calves in our own state of Utah amounted to \$47,931,000 and represented 25 percent of the total cash receipts from farm marketing that year. It is important for us to use up the supplies in the state and thus keep the prices stable.

While in years past we thought in terms of a beef shortage, the prices have been stable.

A beef roast may be seasoned with salt and pepper before or after roasting or each guest may season his own serving to suit his taste. The flavor of a fine beef roast is usually preferred without the addition of special seasoning.

Roast in a slow oven (325 degrees F.) until roast thermometer indicates the doneness you desire. For example, 175 F. rare, 190 F. medium, or 205 F. well done. Or cook according to schedule to serve.

When done, remove to platter, cover with foil and keep warm while making gravy of the drippings.

Roasting Schedule for Ribs of Beef

Beef roasted from 12 to 14 hours.

Temperature in slow oven, 325 degrees F.

Standing time, 1 hour.

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Agriculture Department Has Good News for Women

By Jean Tallman.

The agriculture department, which sends men around the country counting everything from radishes to raisins, has good news for Iowa housewives who have to pinch pennies even harder this March, the month of taxes.

These men counted cattle the first of the year and came up with 94 million beef cattle, more than ever before in the history of the country.

That's why beef is a bargain in stores today. For the first time in the history of the agriculture department's plentiful foods program beef is on the list for March.

Cattle on farms JEAN TALLMAN. and ranches today outnumber hogs two to one, an about-face from the picture the last few years when pork was cheap and beef was sky high.

Beef won't be the only bargain in Iowa stores in March, according to the department.

Plenty of Fowl.

There are supposed to be lots of broiling and frying chickens from Georgia and Arkansas. There are more than 19 million pounds of these tender birds in storage and March production is expected to reach record levels, say the men who do the counting.

The storage supply of chickens is small compared to turkeys. There are 142,556,000 pounds of turkey in storage



SAN ANGELO (Tex) STANDARD TIMES

Circ.: m. 27,188
S. 33,088

Front Page Edit Page Other Page

Date: APR 2, 1953

Beef Sales Increase

BEEF SALES IN THE SAFEWAY STORES WERE 70 per cent up over the same period a year ago, according to a summation from the president of the company. That kind of a spectacular rise in the consumption of beef is the kind of answer producers want to the problem of heavy marketing and softening prices.

The company was selling six million pounds of beef per week at the time the report was made in late February. The record helps to substantiate the statement of Ezra T. Benson, secretary of agriculture, that active retailing programs help to stabilize the market.

At the same time, early fears of Canadian imports have not materialized. In fact, the price of cattle up there has been so good that the flow of cattle was in the other direction, and some were actually exported from this country.

The answer to the cattle problem is in greater consumption of meat. Anything that stimulates that promotes a healthy economy for the producer. An artificial market, through supports or subsidies, always will bear threats from political sources. While weaning from these narcotics will take time, the ultimate goal is a sound one.

Thursday, April 2, 1953

U.S. Gives Beef Tips In Leaflet

By NEA Service.

WASHINGTON, April 2.—The Department of Agriculture has just put out a little leaflet telling the housewife how to broil a steak, cook a pot roast, fry a steak with onions, stuff a flank steak, whip up a ragout (stew to you). Or if you want to get real fancy, the new handout tells how to make Swiss steak—either with macaroni or tomatoes. About the only thing missing from this new abbreviated beef cookbook is how to create hamburger. But maybe that was considered too obvious.

Word from the Department's office of information is that 8600 copies of this leaflet are being sent out, on a national basis. So, if cooks across the country begin to be barraged with beef-dish recipes in the next few weeks or months, they'll know why.

Companion Piece.

Along with the recipes, another four-page pamphlet, "Facts About Beef," is being put out. It gives all the cuts from top round to bottom sirloin, from neck to round, telling what to do about each when bringing into contact with a hot stove.

Now behind all this hangs a tale, and not just the ox-tail in the soup.

When Secretary of Agriculture Ezra Taft Benson's Livestock Advisory Committee was in town recently, trying to find out what to do about falling cattle prices, one of its recommendations was that the Department of Agriculture do what it could to promote the sale of beef.

As Mr. Benson remarked the other day: "Some people had stopped eating beef altogether." The price was too high. Now that the supply is up and the price is down, the big idea is to get people back into the habit of eating beef.

All this strikes a familiar note to old-timers in Washington.

Back in the dim, dreary days beyond recall when Democrats lived in the White House, one of the favorite Republican sports was to get up and make a speech ridiculing the Department of Agriculture for the silly literature it put out. There was a little leaflet on "How to Wash Dishes" that was always good for a gag in the Congressional Record.

Some Department official or other was always having to go before a Congressional committee to explain that this particular number on dishwashing was put out by popular demand. The demand came principally from the Western states, where water was scarce and it was important to know how to clean plates and tableware with a minimum of moisture and by some other means than letting the dog lick them.

Answers Always Lag.

But answers never catch up with accusations, so the Department's reputation has always been sullied by charges of wasting the taxpayers' dollars on foolishness. The same kind of complaints can be made about the Republican administration having the nerve to try to tell any self-respecting American housewife how to cook steak.

All this "educational campaign" stuff makes a certain amount of sense. The law creating the Department of Agriculture orders it to spread information.

In Secretary Benson's let-'em eat-meat campaign, for instance, the idea is cheaper than a price-support program for cattle. As Mr. Benson says, "Our purpose is to get surpluses out of storage and into stomachs."

CINCINNATI ENQUIRER

Circ.: m. 185,283

S. 269,415

Date: MAR 27 1953

DOROTHEA HAKE'S FOOD NEWS

Beef Supplies Are Plentiful, But Prices Remain Near Highs

OUR DESK has been flooded during the last week with releases from the Production and Marketing Administration of the U. S. Department of Agriculture, ~~taking attention to surplus beef~~ on the markets. We give you quotes from a few of them:

"This is the time most people have been waiting for: the time when beef is plentiful and low priced."

"More beef at lowest prices in several years. Largest cattle population in history."

"Beef is plentiful. That's good news to millions of American housewives. It means they can afford to include beef on their menus more often nowadays."

"Put plentiful beef into home lockers."

THIS ALL READS like wonderful news and leads us to believe we will find beef selling at bargain prices. But this is not the case. True enough, beef has come down considerably from the high prices we were paying last year. Porterhouse steak averages around 24 cents a pound less, sirloin and round steaks cost around 20 cents a pound less, while other cuts are down from 13 to 20 cents a pound.

Beef prices started declining early in January; they broke sharply in mid-February, but since then there have been no additional decreases, and in some instances we've noted increases. The way it looks to us at the present time the attractive buys in beef are those featured in week-end specials.

John Janis, administrative officer of the Food Distribution Branch of the Production and Marketing Administration, paid us a visit this week to further call our attention to the abundance of beef on the market. His answer to what we still consider high prices for beef, in view of the strong current promotion to encourage consumption, is the big demand for choice cuts and not enough buying of the cheaper cuts. These cuts, he emphasized, are just as nutritious as the higher-priced roasts and steaks, but they are going begging.

IN ANOTHER release received yesterday from the USDA, attention is called to its offer to buy quantities of beef to help encourage additional domestic consumption and help stabilize the price situation facing U. S. cattle producers.

Paper Herald Tribune

City or Town New York

Date 4/6/53

Steak for Dinner In Spanish Style

Spanish Steak
Mashed Turnips
Apple, Celery, Grape Salad
Chocolate Pudding
Beverage

For the first time in fifteen years beef is on the plentiful foods list, recommended by the United States Department of Agriculture! So you can include beef in your menus more often now.

Beef rates high in favor with most families and contains food values needed by all ages. Even the least expensive cuts supply good-quality protein, B vitamins, phosphorus and iron.

It's true that compulsory grading of meat has been discontinued, but many packers still have most of their beef Federally graded. These grades are: prime, choice, good, commercial and utility. Homemakers seem to prefer the choice, good or commercial for every-day use.

Spanish Steak

Select about one and one-half pounds of beef from the rump, round or chuck, cut fairly thick. Season meat with salt and pepper, sprinkle with flour. (Pounding helps to make the meat more tender.) Cut steak into individual portions and brown in fat in heavy frying pan or kettle. Add one quart canned tomatoes. Partly cover with a lid and simmer for two to two and one-half hours or until the meat is tender enough to cut with a fork. Cook one-half pound macaroni in boiling, salted water until tender, and drain. Brown one-half cup chopped onion and one large green pepper, chopped in fat. Add the macaroni, onion and pepper to the tomato gravy, and serve over the meat. Approximate yield: four to six servings.

(Herald Tribune Kitchen Tested)

Serve Roast of Beef While I Are Low

Generous Supplies Are Scheduled for April

BY ANNA GUNTHER PETZ

BEEF, now at its lowest price in years and appearing for the first time in 15 years on the plentiful foods listings compiled by the United States Department of Agriculture, is a real April food special for home menus. Markets are full of choice cuts of beef, selling at reduced prices that have become a Spring fashion in meats and that are making possible once again appearance of rib roast of beef and broiled steaks on the dinner tables of families whose meals are planned on a budget.

Compliments for the home cook are inevitable when a roast of beef, cooked perfectly so that the inside is juicy and flavorful and the outside brown and savory, is served. And cooking a standing rib roast perfectly is an art, easily learned, and well worth the home-maker's time.

When buying the meat, remember that top-quality-branded beef is always a good investment in fine flavor, tenderness and juiciness, and watch for a good covering of fat and lean that is well marbled. In buying, too, consider the size of the roast and remember that roast beef leftover dishes are especially fine fare.

A two-rib roast, weighing from 7 to 8 pounds, will give four people at least three good meals, while a three-rib roast, weighing from 9 to 11 pounds, will provide 14 to 16 servings. Cuts that are smaller than two ribs are usually broiled.

For a roast of beef like the one pictured, ask the meat dealer to cut off the short ribs and separate the backbone from the rib end. The short ribs are tasty braised for a second day meal and since the backbone forms a natural rack in roasting there will be no need to use a wire rack under the roast. In roasting, place the meat fat side up in an uncovered pan and roast in a slow oven (325 degrees F.). A six to eight-pound roast cooked to the medium stage needs approximately 25 minutes per pound or three hours total time. (This minutes-per-pound method is only a guide, however generally used... a sure test for doneness is to check the internal temperature with a roast meat thermometer.)

PAPER The State

CITY Columbia, S. C.

DATE March 24, 1953

Agriculture Department Will Buy Surplus Beef for School Program

WASHINGTON, March 23 (UPI)—The Agriculture Department today offered to buy unspecified quantities of beef for the government-sponsored school lunch program in a move to bolster sagging cattle prices.

It asked processors for bids on frozen ground beef, hamburger style, frozen boneless chuck for roasts, and frozen boneless diced beef for stew.

The purchases, if made, will be financed by funds the department derives from customs receipts for disposal of farm surpluses.

Similar offers to buy beef for Greece under the foreign aid program were rejected by the department last week because, officials said, prices asked were higher than those prevailing in the market. A new offer to buy beef under this program was made, with bids to be submitted March 25.

In no case, the department said, will it pay prices for beef which reflect more than 90 per cent of parity for beef cattle. Parity is a price for farm products declared

by law to be fair to farmers in relation to prices they pay. The 90 per cent parity level is the maximum price any farm product is being supported under farm laws.

Purchase of beef for the school lunch program and for public institutions had been recommended by a House agriculture subcommittee as one means of helping halt a year-long downturn in prices of beef cattle.

First offers for the school lunch program must be submitted by noon, March 30, for beef for delivery during April. Later offers will be asked for May delivery.

At the same time, the department circulated a fact sheet about beef in which it urged consumers to buy more of this food. "Beef is plentiful," the fact sheet said. "That's good news to millions of American housewives. It means they can afford to include beef on their menus more often nowadays."

The department said the large supply and lower prices has led it to place beef on its monthly "plentiful foods" list, for the first time in the 15-year history of the program of advertising foods in abundant supply.



ROAST BEEF for dinner is alwod eating and high on the list of favorite ge heated platter, surrounded by glazed c, bundled in serving size portions with up To carve this rib roast, slice across the fat, toward the ribs. Loosen each slice b the ribs with the]

NEW BEEF PIE

The latest addition to a "family lion head and that should mean at all-time high . . . almost 57 mil-

frozen foods is a frozen beef pie

counters this year than last. Shall

it be roast, juicy broiled steaks?

When did you last have steak

and fried onions with O'Brien or

country-fried potatoes and pan-

gravy? It's any man's favorite

meal and even though most girls

like to pretend they prefer "frill-

ier" food, it's almost any woman's

favorite, too.

Speaking of fried onions, Mrs.

Roy Bates of Cambridge has a sug-

gestion . . . panfried onions on

toast with a fried egg

topping. Or another slice

will be added for a fried

onion sandwich.

JULY 1953

eggs

that

around

cake.

ON

es as

have a

FLAN

1 cup

1/2 teasp

3 tabl

ping

1/2 cup

sourm

1/2 small

1 onion,

TUESDAY

salt and pepper

row width

fastening roll at

inch intervals with

Cut into slices

Brown, slowly in

pings, turning to

side thoroughly. Tr

for 1 1/2 hours or until

time if pan is dry. Re-

turn to hot platter and mae

gravy with meat. Makes 4 to 6

servings.

40 The Atlanta Journal WEDNESDAY, APRIL 1, 1953

BUSINESS NEWS

Beef Heads List Of 'Plentiful Food'

By JOUETT DAVENPORT, Business News Editor
Beef, a favorite food that for a considerable period very priced itself out of reach of the average consumer, has up on the April list of plentiful foods.

Not since the days before the meat rationing program of World War II has beef been in such adequate supply in relation to demand as it is now.

The Atlanta office of the U. S. Department of Agriculture's Production and Marketing Administration has actually put beef at the head of its plentiful foods group for this month. It calls attention to "the big volume of lower-priced cuts of beef in retail markets."

The reason for this remarkable development is that record numbers of beef cattle have been coming to market, and beef prices are the lowest they have been for many years.

FORTY

THE BIRMINGHAM NEWS

Lowest tag in four years—

Beef news is good news, supply plentiful



THURSDAY, MARCH 26, 1953

and prices fit the budget

stitute, in many places steaks are now being offered at prices close to, or even less than, the price of hamburger at the time of peak prices last year.

THIS NATION of hearty meat-eaters is celebrating the event too. Steak-for-dinner no longer

means a "company dinner." And, those folks with home freezers! 'Gainst the day when supplies might be less after the heavy demand and prices higher, they are stocking their freezers with more beef cuts than ever before in home-freezer history.

No wonder we celebrate—and buy freely! Hamburger, some rib and loin cuts in many markets of the country carry the lowest

price tags in four years.

IN THOSE "well-dressed" beef carcasses ready for market and father will see only the broiling steaks, no doubt, and the extra tender rib roasts. Since less than one pound in five of a side of beef is steak, his taste satisfaction is apt to outweigh his savings still. It's mother who can appreciate to the fullest that four-year-low price on budget cuts. She will cook them with moist heat and great care to develop tenderness and flavor. Or, tuck them away with pride as a freezer stock to break all meat buying records in the past several years.

MARKET EXPERTS in the U. S. Department of Agriculture Southern Division, tell us that demands are heavy in this section. South Alabama cattle pens are crowded with more beef ready for market as are those of the Middle West. In general, wholesale beef is one-third lower on all grades of meat than it was at peak price last year.

All of which indicates that weas good as food can be—that's can be as budget-minded as we porterhouse steak expertly please and keep beef-minded dined.

This is truly the time to brush while planning tempting dishes as practical menus.

How to broil: The length of time required to broil a steak or chop, depends on a lot of things—thickness, preference for rare,

medium or well done, and the type of range in the kitchen. The average modern kitchen is prepared to handle steaks to best advantage. And, here are points to remember when the new low prices on beef bring a choice, juicy steak to your table.

Set regulator to 550 degrees or broil.

Put meat on broiler rack and place under broiling unit so that top surface of meat is about 2 inches from heat—depending upon thickness of cut.

Broil with door closed in using a gas range—with door ajar in broiling by electricity.

Broil until meat is well browned, season with salt and pepper. Turn and brown other side. Only one turning is necessary.

Serve broiled meat immediately on hot platter "to save the sizzle."

Beef
pack
time

Suits father's taste—A mouthwatering porterhouse steak with mushrooms. A rich layer of fat on its edge and fat marbling throughout the meat tissues bespeaks tenderness and flavor.

e, mighty nice,
easy to cook, carve and eat

Among those cuts which have established new low prices in the beef market are the pot roasts. They include the heel of the round, rump, blade or arm.

The heel of the round is a boneless wedge-shaped cut, from the lower part of the round. All these pot roasts are prepared according to the same method—braising or cooking with moist heat.

In braising the meat, first dredge it with flour, if desired. Then brown the meat in a heavy

utensil in lard or drippings. To the meat, add a small amount of water. Then cover and cook until it is tender. Start with $\frac{1}{4}$ to $\frac{1}{2}$ cup of water and add more if it becomes necessary during cooking.

Texas rice is a novel accompaniment for this cut.

TEXAS RICE

1 cup uncooked rice
 $\frac{1}{4}$ cup lard or drippings
 $\frac{1}{2}$ clove garlic
 3 small chili peppers
 $\frac{1}{2}$ teaspoons salt

1 No. 2 can tomatoes
 $\frac{1}{2}$ cups water.

Cook rice in lard or drippings to a golden brown. Chop garlic and peppers and add with salt, tomatoes and water. Cover and cook slowly, about 45 minutes, until rice is dry and grains stand apart. Six servings.

12-C—THE CHARLOTTE (N. C.) NEWS—THURSDAY, MARCH 26, 1953

Take Advantage Of Good Beef Supplies And Prices

Beef is the news in food this week as a continued heavy production puts abundant supplies of attractively priced cuts on retail markets.

The plentiful supplies and lower prices have earned for beef the top spot on the U. S. Department of Agriculture's plentiful foods list for the Southeast in April, and USDA and the industry term beef

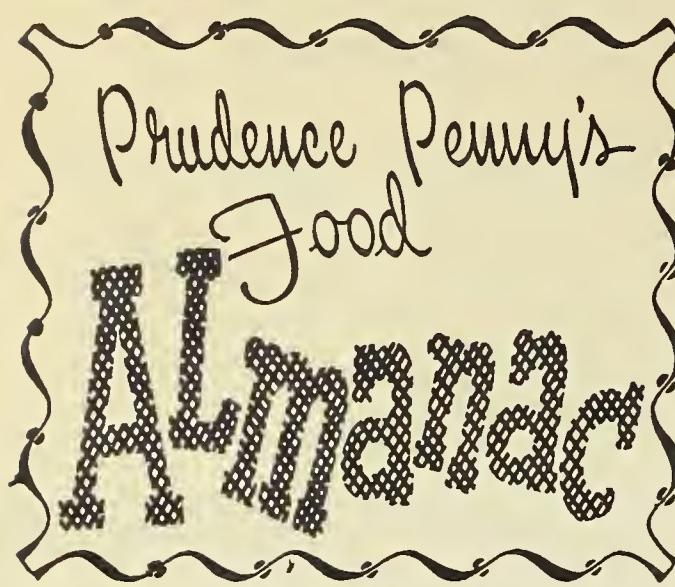
one of the good meat buys of the week. Back of the volume flow of beef to retail markets lies a steady increase in the cattle population over the past several years. Cattle producers started 1953 with 93.7 million cattle and calves—7 percent more than in 1952; 22 percent more than in 1949.

As marketings have increased,

prices have dropped and farmers (out) provides a little less than a third of the protein and almost a fourth of the iron and niacin recommended by the National Research Council as the daily requirement of a physically active man.

Meats are an important source of protein for daily diets. According to USDA dietitians, a three-ounce serving of cooked beef chuck (bone

fish)—also are listed as April plentiful foods by the U. S. Department of Agriculture. USDA says

Try Cheaper CutsGround Beef

Broiled Patties Make Regal Fare for Dinner

WITH beef in such excellent supply this Spring and the prices down to where the homemakers are nodding approval, you'll want to treat the family to delicious beef dishes often. One of the all-time all-American favorites from the flavor standpoint as well as for its versatility, is ground beef. Big, thick, juicy patties of this meat are always met with smacks of approval.

Perfectly prepared patties of quality beef are proud fare, deserving of regal accompaniments rooms.

The Ventura (Calif.) County Star-Free Press

USDA Suggests Home Freezing of Beef Now

WITH BEEF included on the U.S. department of agriculture's "plentiful foods" list for the first time in the 15-year history of the program, there are several ways consumers can take advantage of the heavy supply.

Beef prices in recent weeks have dropped to the lowest point in many years, and millions of American housewives can now afford to include beef on their menus more often.

Because many of the cattle coming to market at the present time have been fattened on grain and are of top quality, homemakers with freezers will find this an opportune time to store a small supply of beef.

UDSA experts recommend the selection of sound, high-quality meat to freeze and store—pot roasts, steaks, stew meat, and ground beef. Ground meat should be shaped into patties and separated with slips of wax freezer paper. Beef can be stored at zero degrees for six months to a year, except for ground meat which shouldn't be stored more than 45 days.

QUARTER OF BEEF

Persons who have lockers may want to purchase a quarter of beef and have it processed at the locker plant to suit individual preference for thick or thin steaks or other cuts of meat.

However the meat is stored, USDA food specialists suggest that it be packaged in quantities that the purchaser will

to cook at one time.

As beef prices declined to a point about one-third lower than last year, consumer preference has been for the prime and choice cuts. Demand for lower priced cuts has not been as great, although they're equally nutritious and tasty. Rather than overlook, or eliminate, lower grade cuts of beef, consumers can include them in the week's menu and offer a greater variety of good meat dishes—in addition to the weekly roast or steak.

The most economical cuts are those which provide the most nutritive value for the money spent. Lean cuts are highest in protein while cuts with considerable fat are highest in food energy.

DOLLAR STRETCHING

Very often the beef dollar can be stretched even farther by buying a larger cut at a lower price per pound, and then dividing it for cooking by different methods. For example, a chuck arm roast can be utilized three ways:

1. The rounded, boneless end for beef stew.
2. The center chunk round bone for pot roast.
3. The remaining sliced lengthwise steaks.

All of the trimmings.

These cuts are the chuck, heel of round, rump, and stewing beef. Braising or slow moist cooking can transform these meats into tender cuts of meat.

and used for cooking fat. Shank and knuckle bones can be sawed through by the butcher so that the marrow contributes richness and flavor to soups and stews.

The number of servings will be increased by combining beef with other foods, many of them included on the USDA's Plentiful Foods List. Here are other suggestions for stretching the beef dollar:

GROUND BEEF—In a meat loaf or meat balls, combined with rice, noodles, spaghetti or macaroni, and white sauce, tomato sauce or cheese sauce, in Spanish rice, chili con carne, spaghetti dishes.

STEWING BEEF—In a casserole with vegetables, rice, dumplings, and in meat toppings of biscuits or mashed potatoes.

FLANK STEW

stuffing and

LEFT-OVER

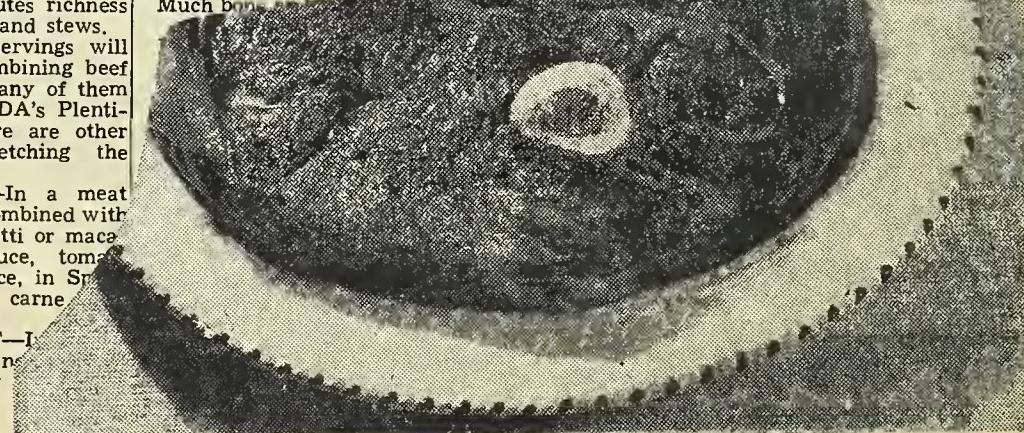
hot or cold

croquettes

ed

termining quantity of meat to early cooked. For greatest economy purchase. Here's a general guide for beef:

Much bone



BUDGET-WISE HOMEMAKERS will braise the less tender cuts of beef and convert them into dishes that make mighty good eating, such as, for example, the Swiss Steak shown here. Long, gentle cooking, with the right seasonings does the trick.

Braising Does Wonders Toward Making Toothsome Dish of Less Tender Beef

NOW is the time to treat your family often to their favorite beef dishes. Beef is in excellent supply and this is an excellent time, then, to really stretch the food dollar and capitalize on the tender cuts of meat.

Among these cuts are the chuck, heel of round, rump, and stewing beef. Braising or slow moist cooking can transform these meats into tender cuts of meat.

Cover and simmer about 3 hours, or until meat is tender. Add more liquid, if necessary to avoid cooking dry. To make gravy, remove meat to hot platter and pour off drippings. Skim off fat. Measure 2 tablespoons

HERE'S a savory beef dish which Gaynor Maddox, NEA food editor, says is very popular in Chicago. He recommends it as a god budget item.

BEEF AND KIDNEY PIE

(6 Servings)

Now You Can Heap Plates High

Beef To Be Plentiful Probably for a Year

By JEANNE VOLTZ
Herald Home Editor

The beef buyers' jubilee is still good news to food shoppers. Even better news, there's likely to be an abundance of beef for the next year or two.

Record numbers of cattle coming to market have brought beef prices to the lowest point in many years. Market prices for cattle have dropped about 30 per cent in the last year. Beef went on the March and April plentiful food lists of the United States department of agriculture.

And this was a first. Beef had never been listed as plentiful food in the 15-year history of the program.

To the homemaker, this means beef can be more often and in larger servings within

Whether you want lower-priced cuts they are all available. The great in lower-cost cuts, however

So pot roast, stews other long, slow sim- et-priced.

This is every

BEEF STEW'S YUMMY, CHUMMY TO TUMMY

BY ANITA BENNETT, Director Home Economics

With beef so much in the news it's a good time to review ways of giving it a new look or flavor twist.

For example, in the stew picture Brussels sprouts and parsnips are added in addition to the meat and carrots, and the slightly thin gravy boat

Southern-style beef

THE CITIZEN Women's Features

PAGE 12

THURSDAY, MARCH 26, 1953



BEEF RIB ROAST is a thing of beauty, but not a joy forever. Once it is introduced to the family, it soon becomes a thing of the past. Beef now, for the first time in years, is on the plentiful list and the price is going down.



MEAT DISH WITH A FLAIR is a platter of Stuffed Flank Steak Pinwheels.

Kitchen Talk

Low Prices Suggest Meat Dishes

By KATHLEEN ATKINSON

Low-priced beef is still making the news. So those of you who have deep freeze lockers or large freezing compartments in your refrigerators might use this chance to stock up with beef.

The cheaper cuts have excellent flavor and all the goodness of those that cost more.

A thrifty food shopper will buy the cuts that yield the greatest number of servings per dollar. These are the cuts with the least fat, gristle and bone. Sometimes solid meat costs a bit more than meat with the extras, but generally you get just what you pay for.

Large Piece Recommended

It is good buying to purchase a larger piece of meat than you can use at one time, having the butcher cut it into two or three pieces so

onions. Rhubarb pie would be perfect for dessert.

SWISS STEAK

2 lbs. chuck, cut lengthwise into 1" thick slices

$\frac{1}{4}$ cup flour

1½ teaspoons onion salt

Dash of pepper

1 No. 2 can of tomatoes

Add seasonings to the flour and dredge the meat with it. Brown in a little hot fat, add tomatoes and $\frac{1}{2}$ cup of water. Cover closely and simmer about 1½ hours, or until tender.

Thicken the liquid in the pan for gravy.

Broccoli, carrots and new potatoes in their jackets would go well with the next dish.

STUFFED FLANK STEAK PINWHEELS

1 flank steak

1 lb. ground beef

1 cup cooked peas

1 cup canned tomatoes

3 cups hot, seasoned mashed potatoes

1 beaten egg

Cook onion in fat until golden brown, add meat and salt and pepper. Simmer until meat is lightly browned. Add peas, tomatoes, and $\frac{1}{2}$ cup catsup. Mix well. Turn into 2-quart casserole.

Combine potatoes with egg, spoon to form mounds over meat mixture. Bake at 350° for 30 minutes.

On Plentiful List - - -

Beef Becomes Best Buy

By MARILYN DAHL

Citizen Food Editor
A plea came this week from the U. S. Department of Agriculture to eat

the strange appeal of surplus beef market, the larger part before the homemaker in the raising of cattle rais-

are coming. Catching the low-beef cattle in six of which makes cooks, at the expense of economy. Freezers will do a good supply of meat. With beef bringing as \$100 less per pound of beef should be buy.

BEEF, check the grade stamped in each cut. Prime is usually

bought by hotels and restaurants. It contains a wonderful marbling of fat which makes meat tender, but doesn't appeal to the average homemaker because it looks "too fat" in the raw.

Choice is the next grade and is best grade commonly found in the food store. Good is next. You'll rarely find commercial or utility grades for the ordinary home use.

For that elegant beef cut, rib roast of beef, use an oven temperature of 325 degrees F. or lower. Add no water and do not cover roast. Rare or medium well-done roast is juicier and more flavorful than meat cooked well-done. With a meat thermometer, an internal temperature of 140 to 160 degrees F. is perfect.

Without a thermometer, follow time and weight chart in your regular cook book.

GOOD BEEF steaks and roasts turn into delicious eating without much help from the keeping temperature, the chief rule.

sprouts, drained, and $\frac{1}{2}$ cup milk.

Mix flour, salt and pepper together. Dip bean sprouts in milk and then dredge in seasoned flour, a few at a time. Fry in deep, hot fat (380 degrees F.) for 2 to 4 minutes, until light brown. Drain on absorbent paper. Makes 6 servings.

BEEF STEW

One and one-half pounds beef for stew, 3 tablespoons fat, 1½ teaspoons salt, pepper, 3 cups water, 6 medium carrots, 6 medium white onions, 6 potatoes, 2 tablespoons chopped parsley and paprika.

Have meat cut in 2-inch pieces. Brown slowly in fat. Season. Add water, cover and simmer gently until tender, about 2 to 45 minutes. Drop to medium heat.

Mid-week

DESERET NEWS

Salt Lake Telegram

Family Section • Society

SALT LAKE CITY, UTAH

THURSDAY, APRIL 16, 1953

Food Is Fun

Vary Dinner Menu With Corned Beef

By WINNIFRED JARDINE

There's plenty of variety to be had in this large supply of beef that's filling the markets. And one of the nicest bits of variety is corned beef. This is a fine-flavored piece of meat when well-cooked, and combines lusciously with vegetables — potatoes, turnips, cabbage, carrots, onions, and even beets (cooked separately, however).

There's a great difference in the quality of corned beef due to the quality of the meat and the method of canning. Good quality corned beef brisket will have about $\frac{1}{4}$ as much fat as lean.

Plan for leftovers when you cook corned beef, so you can have some sliced cold for sandwiches or chopped up for corned beef hash.

Corned Beef and Cabbage

4 pounds corned beef
1 head cabbage
Cover corned beef with water in a kettle and simmer slowly

about 4 hours or until tender. Do not boil. Cut cabbage into 8 wedges. About 15 minutes before corned beef is done, add cabbage and cook uncovered 10 to 15 minutes. Makes about 8 servings.

New England "Boiled" Dinner
4 pounds corned beef
6 medium onions
2 turnips, cubed
6 carrots, cut in half
6 potatoes, quartered
1 head cabbage, cut in wedges

Cut corned beef into serving pieces and place in a kettle. Cover with water and simmer until tender, about 3½ hours. Remove meat to a hot platter and keep hot. Boil onions, turnips, carrots and potatoes in the broth for 30 minutes or until done. Add cabbage during last 15 minutes of cooking.

Arrange vegetables around corned beef on the platter. (If corned beef hasn't been kept hot, return to kettle for few minutes, then return to platter.)



CORNED BEEF DINNER—A large supply of beef on the markets calls for delicious dinner of corned beef and cabbage served with sweet potatoes.

Market Basket

RECORD AMERICAN

Boston, Thursday, April 16, 1953

Edited by RUTH MUGGLEBEE

50

Paper THE OREGONIAN

City or Town Portland, Ore.

Date March 27, 1953

Beef Roasts Prices Drop

Beef went on the government's "surplus foods" list and on the bargain counters in many local retail markets this week.

Good and choice grade chuck pot roasts at 39 cents a pound—about 30 cents below regular prices—led the list of best buys in the local food ads for this week end. Commercial grade chuck roasts were advertised at 37 cents a pound.

Rib roasts and other cuts of beef also were advertised at reduced prices by some markets.

Beef Drive Planned

Earlier in the week, the U. S. department of agriculture announced it would support beef prices by buying diced stew beef, boned pot roasts and hamburger for the national school lunch program.

The department also geared up its consumer-influencing machinery for a big beef promotion.

A meeting has been called at the Multnomah Hotel to enroll producers and retailers in a drive to boost sales.

Men were optimistic at the government's announcement.

It may be too late.

The firm used supplies of

past few weeks.

Declining cattle

prices may have

reached a turning point and

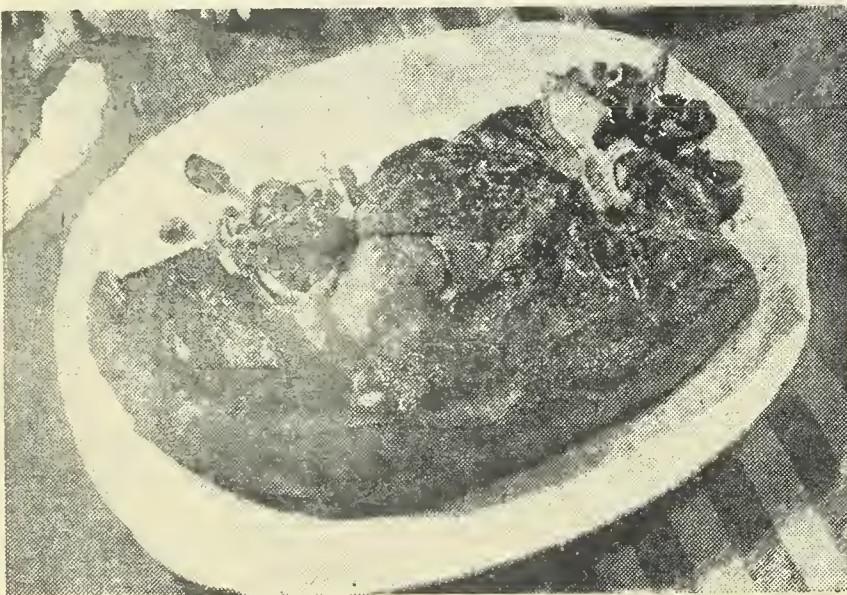
are expected for the next

Best Buys Home Hints Recipes

Beef off Luxury List; Best Buy for Weekend

By MARTHA LEE

Menu planning offers no problem these days if your family likes beef. This popular meat continues to be the favorite in most markets, and whether you select steak, hamburg, an oven roast or a pot roast, you'll find it an even better buy than it has been in the last week or two. Those who have had to go light on beef in recent years because of its luxury price tag, can now enjoy it in many attractive ways.



JUICY BROILED PORTERHOUSE STEAK EASY ON THE BUDGET
Hearty Beef Cut Dinner Favorite With Twice-Baked Potatoes

Steak Broiled to Tenderness

Steak's for dinner! That's about the best menu announcement for any family, and the current pricing of beef allows for the costs inclusion on the Sunday platter without budget strain. Broiled to the right degree of doneness, the steak is hearty eating satisfaction served with fluffy twice-baked potatoes, buttery broccoli, salad, rolls, cake and a beverage. Plan to have the whole meal ready and the a-waiting at the table.

Immediate serving guarantees the good eating of broiled meat.

BROILING
For

APRIL 8

The United Family News

Is the official publication of the United Grocers, Ltd. It is delivered weekly in the immediate vicinity of United Stores. By mail \$3.00 a year.

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BONNIE HUBBARD



How About A Big Steak?

Beef Prices Are Down!

BEF IS plentiful! That's good news to millions of homemakers. It means they can afford to include beef on their menus more often, nowadays.

Record numbers of cattle coming to market have brought

beef prices down to the lowest point they have been

in U. S. Department of Agriculture, which has

published its first time in the

United States.

cheaper or the more expensive

markets today, the department

of a year ago. Greatest

price drop makes them a

tritious

roasts and

many lovers

in fact, prefer

which gravy because

texture and tenderness

and Onions ... or Stuffed

Steak, the other savory braised dishes, tonight

Well—now is the time to have it, and at a

price that's

the most savoring back happy memories of the good old days.

Flank Steak? Get on the Gravy Train

by Bonnie Hubbard

While beef is plentiful and relatively inexpensive, good cooks will want to add this healthful food to their menus, says the U. S. Department of Agriculture's Home Economics

Division. While roasts and many lovers

in fact, prefer

which gravy because

texture and tenderness

and Onions ... or Stuffed

Steak, the other savory braised dishes, tonight

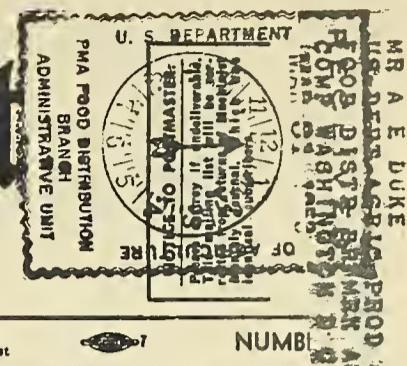
Well—now is the time to have it, and at a

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the most savoring back happy memories of the good old days.

The Machinist

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WASHINGTON 1, D. C.

APRIL 2, 1953

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By The Machinist

NUMBER 7

Our Buying Calendar for April

Machinist's Lunch Box

Here's a Meal-in-One Dish That Has Everything; It's Meat, Vegetable, Starch—and It's Cheap

One-dish dinners are the mainstay of many household budgets, but they frequently challenge the imagination of the person who plans the meals, Mrs. John J. Parti says. She thinks that in this day of high prices many homemakers have sent for a recipe that will serve an entire family of six.

It balls with meat balls on all sides in hot olive oil. Add tomato juice, rice onion, green pepper, salt, pepper and bay leaf. Cover and simmer about 20 minutes. Now add string beans together with liquid in the can, cover

Combine ground beef, salt, pepper, celery seed, Worcestershire sauce and milk. Mix well and shape into eight balls. Brown meat balls on all sides in hot olive oil. Add tomato juice, rice onion, green pepper, salt, pepper and bay leaf. Cover and simmer about 20 minutes. Now add string beans together with liquid in the can, cover

and simmer.
Serves six.

Gas
Mrs. Ida K.
Ill., has sent
Ethel M. A.
Conn.

Slash a loaf of bread in even
thoroughly. Cut and spread
slices. Wrap loosely
or slip it into a paper sack. Heat in
an oven (400 F.) until piping hot,
15 to 20 minutes. Serve the crusty
basket.

Beef is still cheap (comparatively) this month, but can be expected to go up again this summer. If you have a freezer or locker, this is a good time to buy. Be careful in shopping; some markets offer sirloin and other steaks at low prices but trim the meats very little so there's a lot of waste.

Pork has gone up and will become more expensive. Young chickens for broiling or frying are reasonable this month; so are turkeys. But the best buys of all in protein foods are frozen fish fillets, cheese (especially cottage and cheddar) and eggs, all in heavy supply currently. This is the month eggs are generally at their lowest price and best quality of the year.

Cabbage, oranges and grapefruit and canned tomato juice are priced low, currently, according to the U. S. Department of Agriculture.

Food Buying Calendar



Here is Mrs. Parti's recipe, sent
for Mrs. A. Massani, of Chicago.

Traditional Ham Heads Suggested Easter Menu

For your Easter dinner, the
N. Y. State College of Agriculture
suggests this menu, using
foods that are plentiful now:

anga,
like a
pref-

s to:
inists

International Association of Machinists

FOUNDED IN THE CITY OF ATLANTA, GA., MAY 5, 1888

MACHINISTS BUILDING • NINTH STREET AND MT. VERNON PLACE, N. W.
WASHINGTON 1, D. C.



OFFICE OF THE
INTERNATIONAL PRESIDENT

April 1, 1953.

the meat problem as outlined recently by Secretary Benson. In cooperation with the Department of Agriculture, we have used the space in our Lunch Box column, in the April 2 issue of THE MACHINIST, to inform our readers of the beef situation.

With kindest regards, I am

Sincerely,

Gordon H. Cole, Editor,
THE MACHINIST

UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE

The consumer education programs carried on throughout the country by State and county Extension Services in cooperation with the United States Department of Agriculture, provided the means of bringing the situation on beef directly to the attention of millions of urban and rural housewives.

Through State and county home demonstration agents, marketing and information specialists, information not only reached innumerable housewives direct but also resulted in widespread newspaper, radio and TV attention throughout the country.

This report includes only a few examples of the part played by the Extension offices around the country. Reports make it abundantly clear that this material received the wide attention and was particularly effective in reaching homemakers in the smaller communities.

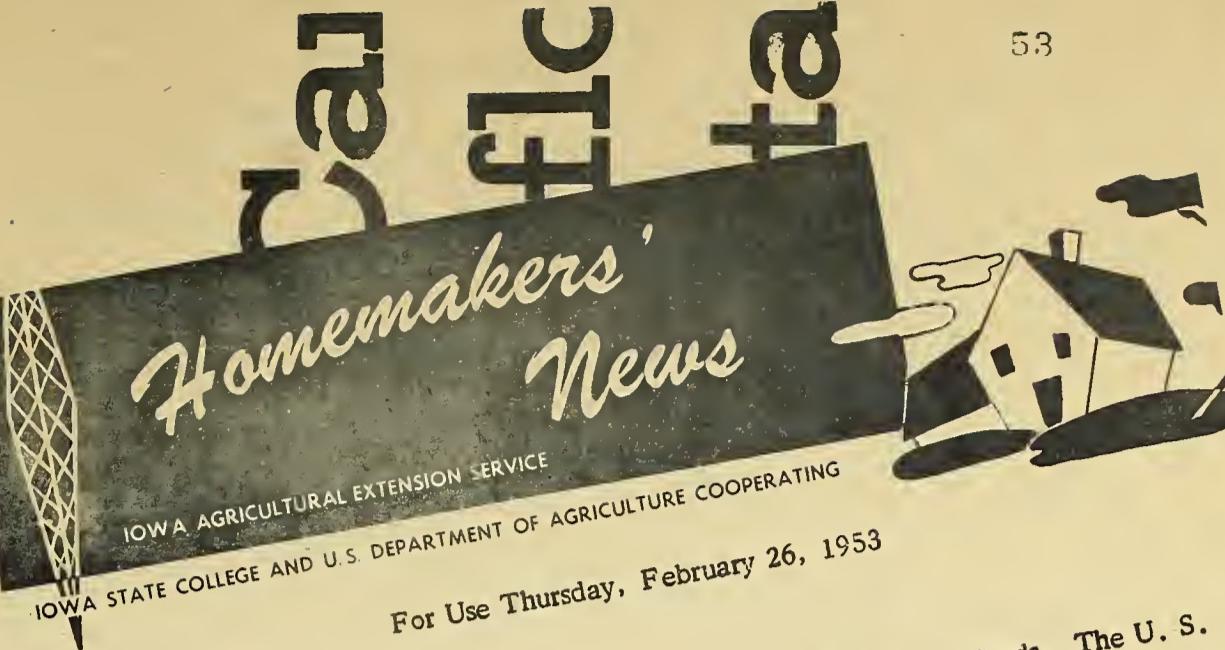
March 26, 1953

BEEF**Plentiful and Reasonably Priced****Rural Oregon**

**OREGON COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS
AND U.S. DEPARTMENT OF AGRICULTURE COOPERATING-CORVALLIS, OREGON**

Better Buy . . . Beef

If you are looking for ideas for your radio program, here's one we received from the USDA. The Livestock Advisory Committee recommended to Secretary Benson that "The department of Agriculture increase its informational and promotional program by way of press, radio, and all other means at its disposal in order to bring the facts about the supply and demand of beef to the attention of the consuming public."

11Beef on Plentiful List

It sounds strange, but beef's now among this nation's most plentiful foods. The U. S. Department of Agriculture is featuring beef in its Plentiful Foods program for March, because this nation has more of that meat than it's ever had before. Beef cattle recently have been selling from a fourth to a third less than last year.

COUNTY AGENT'S SPECIALBEEF PLENTIFUL
IN APRIL, TOO

Beef remains on the government's plentiful foods list for April. In addition, homemakers who follow this monthly U. S. Department of Agriculture report will find a wide variety of foods in good supply for April meals, says Miss Doris Urquhart, assistant in market-

NEW MEXICORADIO FARM NEWSfruitsInformation Specialist**MARYLAND EXTENSION SERVICE****SARATOGA 0446 -- MARKETI**

United States Department of Agriculture
New England State Universities and Colleges
of Agriculture and Home Economics and
New England County Extension Services Cooperating.

New England Extension Educational Program
in Marketing Information, Room 303,
408 Atlantic Ave., Boston 10, Mass.
Telephone HAncock 6-6624

PUBLIC ADVISED TO BUY BEEF NOW

4/19/53 84.100-5
Americans who have been suffering from "beef s
vation," should take the opportunity of present beef pr
to satisfy their appetites.

This was the advice given today by Mrs. Eleanor Loomis, consumer market agent for the University of Minnesota's riculture extension service, who answered questions at the Dispatch and Pior Press booth at the Better Homes show in the Auditorium arena.

Mrs. Loomis said families which beef can go on a "beef spree" because if store operators will give them complete cooperation in doing so

Mrs. Loomis She said many butchers are cutting and wrapping hind and fore quarters of beef for deep freezing and that beef will keep its flavor in a deep freeze for from six to eight months.



FOOD MARKETING BULLETIN

53-A-181

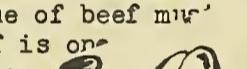
April 3, 1953

BEEF CONTINUES TO BE A GOOD BUY

Jack Spratt could eat no fat ... and his wife could eat no lean. They certainly had a problem, didn't they? But, if they were around today, they'd have no problem. For beef supplies are very plentiful; and retail prices for many favorite cuts are lower than they have been in many a year.

New England families are serving meat more often these days, taking advantage of the values offered by beef. And it appears that they will be able to continue serving beef often in the family meals in the weeks to come. For retail prices are expected to continue generous, with retail prices remaining at levels.

Flavor of beef is one of the main reasons for its popularity. And fact that it is selling at low levels compared with a year ago. But nutritional value of beef must be overlooked. For beef cuts rank high among foods for high-quality protein. provides good amounts of riboflavin and niacin. It's rated as an excellent source of iron.



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levels compared with a year ago. But
overlooked. For beef cuts rank high
among foods for high-quality protein.
provides good amounts of riboflavin
and it's rated as an excellent source
of iron.

in family meals, it's a good idea
to buy government graded beef. And

... is the secret of success in any
and all beef can be made into acceptable,
right way.

We to serve beef as often as possible in daily menus, ifful and retail prices are at low levels.

The FAMILY MARKET BASKET

BEEF

Beef, for the first time in many years, is on the plentiful food list. The gradual decrease in retail beef prices has made most any cut of beef within the reach of every consumer. The lower prices are a result of the large number of cattle coming to the market. Now is a good time to take advantage of these lower beef prices, whether it is for the family dinner tonight or for the home freezer

BEEF NOW PLENTIFUL FOOD (40 seconds)

There's good news for consumers in the fact that more Beef--at reasonable Agricultural Extension Service In fact, beef has become so plentiful that the **Farm** **W**
e is going to feature it in its plentiful foods
be the first time in the history of the program
it could be included in the list of "plentiful

University of Minnesota

University Farm

RADIO SHORTS

RADIO AND TELEVISION COOPERATE IN
THE SPECIAL PLENTIFUL FOODS PROGRAM
ON BEEF

Radio and TV Stations, through public service announcements and programs, carried the beef story to homes across the country. Homemaker programs, sponsored shows and special programs devoted a great deal of time to featuring beef during this promotion. Spot announcements, news items, special 15 - 30 minute and even full one hour shows - all combined to increase consumer interest in using more beef. Featured on hundreds of radio as well as on most TV stations, the beef program received a major assist from the wholehearted support of the Radio and TV industry.

WCANPRC

the can-do station • abc affiliate

WHAS-TV
Louisville, Kentucky

WFBM-TV

WMBG AM
5000 WATTS
WTVR TV
12,160 WATTS
WCOD FM
47,000 WATTS



KGO-TV

WNBQ
CHANNEL 5

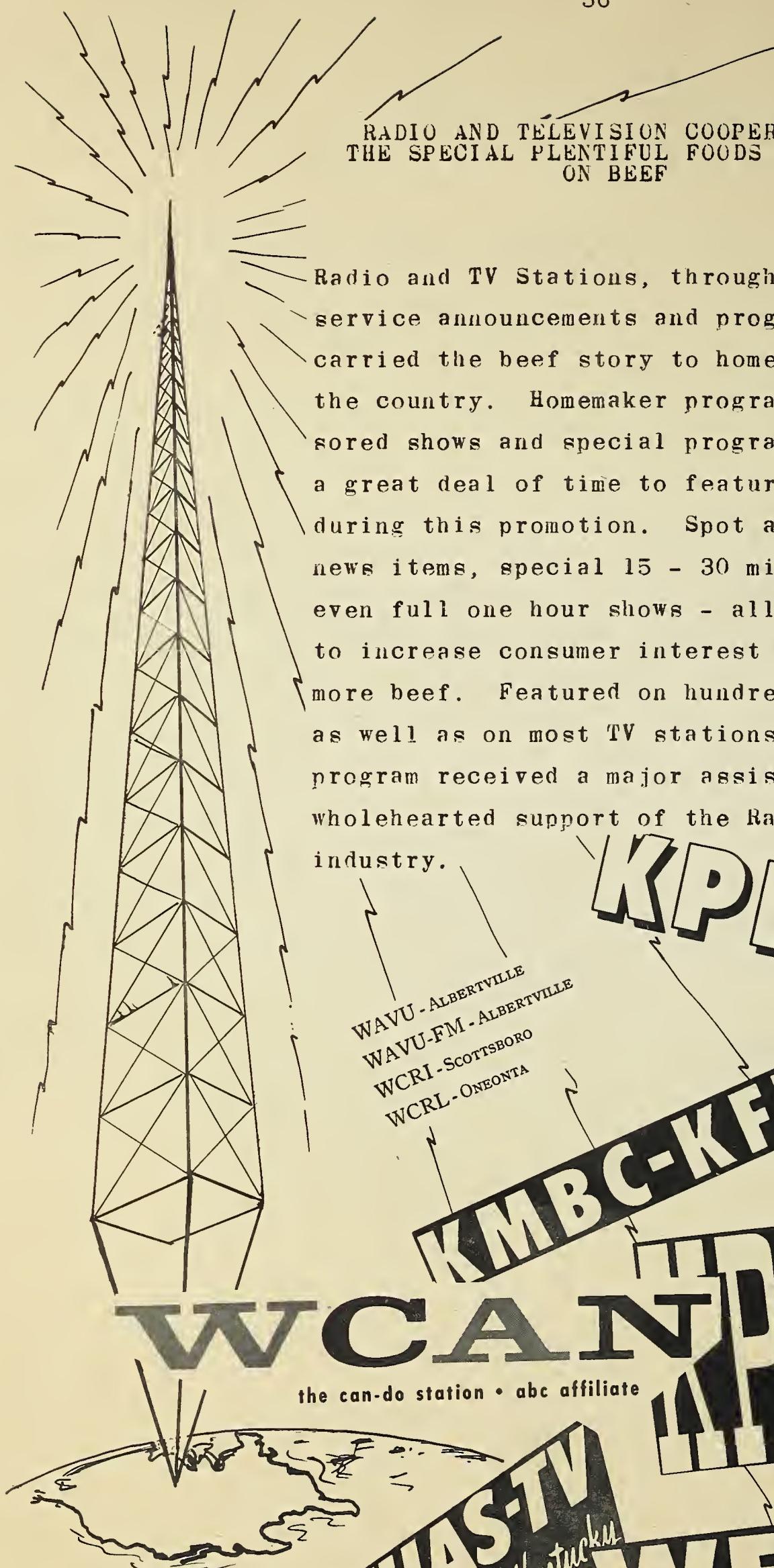
KFBK RENO
KWGE SACRAMENTO
KMJ STOCKTON
KERN FRESNO
BAKERSFIELD

KPIX

WAVU - ALBERTVILLE
WAVU-FM - ALBERTVILLE
WCRI - SCOTTSBORO
WCRL - ONEONTA

WOW

KMBC-KFRM





New York, N. Y.—8 minute program on beef over WABC-TV "Domestically Yours" MC'd by Walter Herlihy.

WFOM

WBT-FM
WBTV
WBT

WTUJ KTHS WRGB
WMGK

Washington, D. C.—A 26-minute demonstration on preparing of beef dishes on Margaret's Kitchen program over WNBW-(TV) March 12. Margaret's Kitchen featured a special beef dish on each of her daily TV shows following week, also used photographs and recipes furnished by the National Live Stock and Meat Board.

Chicago, Ill.—Following TV stations presented programs with all or major part devoted to beef by Staff Homemaker MBKB - Apr. 8 and 17 WGN-TV - Apr. 13

Portland, Ore.—Special beef program with USDA representative on KXL April 3.

Dallas, Texas—Beef featured daily on Jane Christopher TV Show over KPRC.

W-I-T-H
WBEN

KBTW

WSB

KRLP-TV

WDEL
AM TV FM
Wilmington, Del.

Los Angeles, Cal.—Beef featured on Chef Milani Show KTTV April 1.

WMC AM
WMGF FM
WMCT TV

WNHC
NBC RADIO
NEW HAVEN

KSTP-TV
NBC

WJTV
WHO-TV

Cleveland, Ohio—WIMJ-TV five programs on beef between March 21 and April 18.

WHO

WQAM WAVE-TV KFDX-TV
W Q A M • F M

5,000 WATTS FM 50,000 WATTS
waga

ATLANTA, Ga.—Lucy Slagle, of the Atlanta Gas Company, devoted most of two WAGA-TV programs (March 12 and April 9) to beef. "Perry", a food consultant who has half-hour (11 to 11:30 a.m.) cooking shows each Monday and Friday on WAGA-TV, also devoted attention to plentiful beef. On WSB-TV, Ruth Kent devoted her show at 2:30 p.m., March 18 entirely to beef.

